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ABSTRACT

Following an introduction and outline of project objectives and methodology, summaries of the National Health Council 1968-1975 project are presented in seven sections, each representing the activities for recruitment, counseling, and related activities in the health occupations by annual fiscal year contract period. The annual reports summarize three main areas of activities: the national program effort (committees, advisory groups, and meetings); field program (consultation visits, seminars, conferences, meetings, and workshops); and health careers materials program and clearinghouse functions. (EA)

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NATIONAL HEALTH COUNCIL
FINAL PROJECT REPORT
"RECRUITMENT, COUNSELING AND RELATED ACTIVITIES
IN THE HEALTH OCCUPATIONS"
JUNE 28,1968 - JUNE 30, 1975
CONTRACT # NO1-AH-04094(NIH-70-4094; PH.108-68-80)
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1740 Broadway, New York, N.Y. 10019 (212) 582-6040

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INTRODUCTION

The National Health Council assumed a leadership role in the health manpower field following the 1954 National Health Forum, "Staffing America's Health Services", and the formation in 1957 of the National Commission on Health Careers. The original emphasis of the Council's HEALTH CAREERS PROGRAM was chiefly concerned with recruitment efforts at the community level which involved promotion, development and distribution of visual aides, literature and general use of the mass media.

During the period of 1954 to 1962, major efforts were concerned with the encouragement of community groups to establish local and state committees or health career councils around the country. During the early growth of health careers committees several statewide efforts developed and grew into formalized programs with full-time staffing. These state programs served as models and were, for the most part, organized under the auspices of other state organizations, the majority of which were hospital associations, medical associations and combinations of hospital and medical associations with support of other professional groups. The movement grew so that by January 1969 there were seventy-seven state and/or metropolitan health careers councils.

The nation's attention began to focus on the need for greatly increased numbers of qualified health manpower as the Federal health financing programs, Title XVIII and Title XIX, and technological and scientific advances stimulated a burgeoning demand for expanded health care services. The health industry was projected to become by 1975 among the largest employers in the nation with an estimated need for 5.5 million people to meet the health manpower requirements of hospitals, nursing homes, physicians offices and other health care service providers.

As health manpower efforts expanded, programs began to include new areas of interest. As the need for new kinds of health personnel and new jobs was recognized, it became evident that new and additional education programs were required. Because many of the positions and training programs did not require graduate degrees, efforts were made to encourage junior and community colleges to include programs to train students to meet health manpower needs at the below-baccalaureate level.

Based on a recommendation of the Council's Health Careers Advisory Committee, the Council in 1962 enlarged its program and initiated a joint effort with the American Association of Junior Colleges to encourage the development of junior community college programs. With the support of the Office of Education, Department of Health, Education and Welfare, a program, established by the National Health Council-American Association of Junior Colleges Joint Committee resulted in the publication of "A Guide for Health Technology Program Planning". Twenty thousand copies of these guidelines, which described the relationship and role of the junior college, the health profession, and the health facility in the development of educational programs, were widely distributed throughout

the nation. Subsequent to the publication, the Office of Education provided funds for a feasibility study to test the principles enunciated in the guidelines. Based upon the study recommendations, a proposal for a demonstration program on "Health Occupations Information and Consultation System" was prepared and submitted to the Office of Education for funding.

In 1967 the National Health Council began to formulate plans for strengthening the programs of the existing state and metropolitan health career councils and to encourage the development of new programs where none existed. Stimulated by an earlier national meeting, convened by the Council in St. Louis, Missouri, of representatives from the organized state and metropolitan councils, deans of junior colleges and staff from appropriate federal and professional agencies, the Council moved to implement a major recommendation of the group attending the meeting, i.e., that the National Health Council provide consultation services to the state and metropolitan health careers councils or programs. The Council's proposal to assist in strengthening the established health careers programs and to encourage the development of new programs was submitted to the Public Health Service, Bureau of Manpower (Bureau of Health Professions, Education and Manpower Training) for funding.

In recognition of the enormous effort necessary to meet the nation's health manpower needs, and the Council's particular competence for this effort, the Bureau awarded a one-year contract to the Council, effective June 28, 1968 to cooperate in the development of a national health careers program to focus on the recruitment and counseling of people for the more than 200 occupational categories in the health field. The contract award of $98,000 was to support a wide variety of activities including the strengthening and expansion of the network of state and community health councils, development of a nationwide system for responding to inquiries about health careers, the organization and implementation of institutes, seminars, workshops or other programs to assist the counselors, teachers and other education personnel in recruitment and counseling related to health occupations, and activities associated with providing national leadership to health career clubs in high schools and community organizations.

The contract award enabled the Council to expand its ongoing health careers program so as to be more effective at the state and local levels, and to maintain its objective of encouraging national organizations to actively encourage their affiliates and membership in health manpower development. Through participation on joint committees, advisory groups on the projects, in programmed meetings and in the establishment of collaborative activities, with the American Hospital Association in particular, the staff of professional organizations played a substantial role in the planning and implementation of the Council's health career program, as well as encouraged a larger role within their own organizations.

With the initiation of the Council's contract to provide a national program on recruitment, counseling and related activities in the health occupations, a mechanism was established for a long range plan for the National Health Council's health careers program with major consideration given to health manpower recruitment, education and training.

The National Health Council's success in enhancing the programs of the existing health career councils, encouraging the growth of new programs and assisting national organizations to realize their commitments to health manpower development was recognized when the Bureau of Health Professions, Education and Manpower Training approved annual extensions of the Council's contract in June, 1969, 1970 and 1971. In June 1972 the contract was extended for three years through June 26, 1975.

The final report, summarizing the National Health Council's recruitment counseling and related activities in the health occupations throughout the seven-year contract period, from June 28, 1968-June 26, 1975 includes, as required, in the contract:

a. A discussion of the methodology used in carrying out the contract.
b. An account of consultations rendered to national, state and local organizations which are concerned with recruitment, counseling and related activities.
c. A listing and brief description of each professional conference, workshop, or institute which has been held in reference to recruitment, counseling and related activities.
d. An account of a system or systems of collecting, maintaining, and disseminating currently available information about the health occupations, and related information.
e. A statement of a plan for program activities directed toward the education and training of minority group members.
f. A statement of the progress in the public education campaign, conducted in cooperation with the Advertising Council, which will include an analysis of the results of the project, with particular emphasis on the motivational impact of the campaign material, their acceptance among various groups such as minorities and youth, and their utilization by the media.

In order to reflect the initial thrust of the National Health Council's health careers program, and the dynamic process which evolved as the Council successfully energized the health careers activities of its member organizations and effectively focused national efforts on health career recruitment, the report summarizes project activities by contract year.

Materials attached highlight activities carried on during the last six months of the contract period, January 1, 1975 - June 30, 1975.

Summary Outline of Project Purpose,
Objectives and Methodology

I. Purpose

To provide a national program on recruitment, counseling and related activities in the health occupations.

II. Project Objectives

Provide leadership, coordination, and focus of national efforts in developing and strengthening programs of national and local organizations involved in recruitment, counseling, and related activities, aimed at better utilization of the number of persons educated and trained for health occupations; and assist professional organizations, minority groups, and others in efforts to motivate disadvantaged students towards seeking a career in the health field.

III. Project Methodology

The NHC significantly expanded its health careers program into three major areas described as The National Program Effort, The Field Program; and The Health Careers/Manpower Materials Program and Clearinghouse Function. The following program activities carried out within each of the three major areas illustrate the methodology used to implement the Project's Scope of Work: (Details are contained in the summaries of each of the seven contract periods).

A. The National Program Effort

1. National Advisory Committees

National committees of representatives of the Council's member organizations, other national health related organizations, educational institutions, state and metropolitan health careers/manpower programs and Federal agencies were established, and meetings convened to provide advice, guidance and support to the NHC's health manpower program. These included:

- National Health Council Health Careers Advisory Committee
- Joint Advisory (Sub) Committee on State and Metropolitan Health Careers Program
- American Hospital Association- National Health Council Joint Advisory Committee on Health Careers

- Joint National Vocational Guidance Association/ National Health Council Advisory Committee

- National Health Council Advisory Group on Minority Youth Programs

- National Health Council Committee on Health Manpower

- Ad Hoc Committee on Inventory for Health Occupations

- Ad Hoc Committee on Minority Health Manpower Development

2. Informational Meetings with NHC Member Organizations

In order to keep the health professional and voluntary health member organizations and agencies informed about the Council's health manpower programs, and to develop and strengthen relationships between the local affiliates of the NHC member organizations and the state and metropolitan health careers/ manpower programs, NHC staff held periodic informational meetings with staff representatives of the Council's member organizations.

More than 30% of the Council's membership were involved in meetings with NHC staff throughout the contract period.

3. Convening of the National Health Council's 1971 Annual Forum on "Health Manpower: Adapting in the 70's" in San Francisco, California.

4. Exploration of areas for health manpower program collaboration with national organizations including:

- National Association for Mental Health

- Association for Advisors for Health Professions

- Association of Junior Colleges

- American Personnel and Guidance Association

- American Association of Medical Colleges

- National Urban Coalition

- American Vocational Association

B. The Field Program

A major portion of the project efforts were devoted to NHC field activities including:

1. Consultation Visits

a. Consultation to state and metropolitan health careers/manpower programs which exist in the United States and Canada to assist with the recruitment, education and utilization of health personnel. These operate as independent councils or under the aegis of another organization such as a hospital association, medical society or health department. NHC staff offered services in helping to develop, establish, strengthen and expand these programs in the following areas:

- Information to students and community organizations about health careers through literature, films, consultation, presentations, exhibits, job fairs and career days.

- Assistance to guidance counselors, employment agencies, teachers and college advisors on health careers, through informational material, workshops and conferences.

- Establishment of an information center and clearinghouse on educational programs, financial aid, career requirements, and employment opportunities.

- Contribution to health manpower planning by data gathering on health manpower supply, participation in areawide comprehensive health planning activities and bringing together appropriate individuals, professions and groups to work on health manpower problems.

- Provision of special services for minorities and the disadvantaged interested in health careers.

- Development of public awareness of health careers through information.

More than 50 consultation visits were made to state and metropolitan programs during the seven year contract period.

b. Consultation visits were rendered to other organizations, agencies, institutions and individuals concerned with recruitment, counseling and related services.

2. Seminars, Conferences, Meetings and Workshops

a. The Council provided a national and regional platform for national, state and local organizations and groups concerned with health careers recruitment, counseling and other health manpower related issues:

- Convening of national seminars, regional conferences, meetings, and workshops to identify, explore and analyze health manpower issues and problems; and to consider strategies for problem-resolution.

b. NHC staff attended or participated in conferences and annual meetings of national organizations concerned with health career recruitment/manpower development in order to enhance the health manpower staff resources of the Council.

c. NHC staff attended meetings and workshops of representatives of national, state and local organizations, agencies, institutions and government units to explore and/or participate in cooperative health manpower program planning development and implementation and to exchange health manpower information of mutual interest.

C. Health Careers Materials Programs and Clearinghouse Function

1. Inquiry/Response Mechanism Developed for Responding to Written Inquiries from the General Public, Schools and Colleges, Professional and Voluntary Organizations, Servicemen and Others

a. The NHC designed a three part fold-out form to a) respond to an inquirer; b) refer the inquiry to the state or metropolitan health careers council; and c) refer the inquiry to a specific professional asscciation. The NHC response was handled within one week following receipt of the inquiry.

b. Up-to-date educational directories and health manpower materials were collected and served as resources in responding to requests.

c. The NHC pamphlet "Where to Get Health Career Information" was sent with each response to an inquiry.

d. The NHC-Advertising Council Public Service Campaign's goal "to stimulate requests for information on specific careers in the health field" required the development of a new NHC pamphlet to replace the former pamphlet on"Where to Get Health Careers Information." The new pamphlet, entitled "200 Ways to Put Your Talent to Work in the Health Field," is offered free in each Ad Council radio and T.V. spot, car card, magazine and newspaper advertisement.

An outside firm, Associated Litho and Letter Service, was engaged to handle fulfillment of the thousands of requests received as a result of the Ad campaign which was launched in March 1974.

By the end of the contract period more than 150,000 requests for "200 Ways" were received and filled.

More than 63,000 inquiries pertaining to health careers/ manpower information were answered by the NHC during the seven-year contract period.

2. Collection and Dissemination of Health Careers/Manpower Materials

a. Information on pertinent materials in the health manpower field was continuously collected and disseminated to organizations with an interest in the health field. These include publications, posters, audio-visuals, reprints, films, etc.

b. NHC staff purchased selective health manpower materials and distributed them primarily to state and metropolitan health manpower programs.

3. Publications

a. Original publications were prepared by the National Health Council when deemed to be of value to ongoing health manpower development.

b. NHC Newsletters

Two newsletters, both major components of the Council's communication program, provided an ongoing source of information on local, state, regional and national health manpower happenings:

- "Health Manpower Memo" (formerly Health Careers Memo) issued a total of 26 times during the contract term.

- "Operation MEDIHC" issued a total of 21 times during the contract term.

D. NHC Plan for Program Activities Directed Toward the Education and Training of Minority Group Members

The Council's plan for minority health manpower development has grown incrementally since 1968-1969, in response to both the initiatives of national professional organizations, Federal government agencies and the increasing emphasis of state and metropolitan health careers programs on minority motivation, counseling, recruitment and retention activities. NHC assistance to and support of minority group health career recruitment efforts have involved the following activities:

1. Minority Health Manpower Program Evaluation

Assistance to the American Association of American Colleges in soliciting OEO-funded proposals from state and metropolitan health careers programs to demonstrate programs designed to increase educational opportunities in the health professions for minority groups and other under-represented populations. The NHC served as a member of a Review Committee which developed guidelines for the selection of proposed demonstration programs which emphasized such activities as health career motivation, recruitment, admission and retention of minority groups. The Texas, Pennsylvania and Indiana Health Careers Programs were three of the twenty-three proposals funded by the AAMC-administered OEO grant.

2. Informational Referral Services

Assistance to groups and individuals interested in special programs of other organizations to recruit minorities for health occupations and to aid in their education, retention and placement.

3. Consultation Services

NHC staff consultation visits to state and metropolitan health careers programs were increasingly designed to encourage and assist in program planning for minority health manpower development.

4. Participation in Conferences, Meetings and Workshops

Assistance in planning for and participation in national, regional, state and local programs designed to promote minority group health careers motivation, education, counseling and recruitment. Such conferences included:

- National Conference on Health Manpower for the Spanish-Surnamed sponsored by the Bureau of Health Manpower Education of the National Health Service Core, and units of the Department of HEW. Nearly 500 participants representing Spanish-oriented community organizations, health groups and professional schools attended.

- Annual Seminars for Health Manpower Executives co-sponsored by the AHA and NHC. Special panel sessions on minority health manpower development have been featured during the past three years.

5. Sponsorship of Special Meetings

- Convening of NHC Advisory Group on Minority Youth Programs in Washington, D.C. in March 1971 to discuss effective minority motivation programs and methods. NHC published a report of a meeting of the Advisory Group entitled "The Minority Tapes."

- Convening of a NHC conference in Birmingham, Alabama in May 1973 on health manpower development among minority groups for health education coordinators in Alabama, Georgia, Mississippi and Tennessee to enhance communications and joint efforts between allied health education program coordinators in traditionally black colleges.

  Attending the meeting were 54 participants representing 19 black colleges, 13 professional health organizations and 3 predominantly white institutions. A summary report of the recommendations for minority health manpower development was sent to the participants, black college presidents and executive directors of the national professional associations.

  Based upon one of the major recommendations to strengthen health manpower training programs in black colleges, the U.S. Office of Education and the Department of HEW were contacted to identify sources of funding to fund such a proposal.

A report of the conference proceedings and recommendations was compiled and served as the basis for defining the NHC's role. Subsequent to three meetings with the Office of Health Resources Opportunity (HRA), a proposal was submitted in December 1973 for a study to ascertain the feasibility of developing health training programs in black colleges with the cooperation of professional health associations. Funds, however, were not forthcoming to support this proposal.

6. Ad Hoc Committee on Minority Health Manpower Development

- Convening of an Ad Hoc advisory group to assist the Council in an on-going program to identify problem areas and recommend areas for program development.

7. Selective Listing of Health Manpower Programs with Minority Group Health Careers Services

- Distribution of listing to state and metropolitan health manpower programs.

8. Clearinghouse for Information on Financial Aid Assistance

- Written responses and distribution of materials to inquiries about sources and availability of financial assistance for members of minority groups interested in health careers.

9. Health Careers Materials

- Distribution of health careers materials and audio-visuals to organizations and groups interested in minority group manpower development. The highly popular film, "Code Blue" has been widely disseminated to minority and non-minority programs as an effective minority recruitment film.

10. Health Careers for the Handicapped

- Exploration of a program to identify options for training and employment in health careers for handicapped persons proceeded through consultation with staff of 6 voluntary agencies, 1 university allied health professions division, 2 professional organization and Social and Rehabilitation Service officials.

NHC staff participated in a workshop on allied health careers for blind persons in October 1972 conducted by

the American Foundation for the Blind. The American Foundation for the Blind was interested in future co-operation with the Council program on health careers for the handicapped.

A preliminary proposal for developing an inventory of the handicapped in health career training and employment was discussed with the Social Rehabilitation Service, HEW. No "state of the art" study of this kind has been undertaken to this date. There was some interest in this proposal but no funding was available at this time.

E. National Health Council - Advertising Council Public Service Campaign

In 1972 the National Health Council Public Service Campaign for health careers was announced. The principal objectives of the campaign were to "generate a favorable attitude toward a health career in the health field and to stimulate requests for information on health careers, to be provided by a National Health Council brochure."

Following a successful fund-raising campaign to member organizations, insurance companies, pharmaceuticals, government agencies and others, a technical advisory committee was formed comprising representatives from contributing organizations.

The committee working with the Advertising Council and voluntary advertising agency, Ogilvy and Mather, formulated the following objectives:

1) To create among youth, generally and especially among college and high school students, a fuller understanding of the diverse opportunities for service in the health care field.

2) To stimulate a desire to consider these opportunities when making a career selection.

3) To open up the possibility of entrance into this field and service to minority people in areas entered by minority and disadvantaged students.

4) To stimulate a greater interest among young women in entering medicine and dentistry as well as other professions in the allied health field.

5) To anticipate and overcome over a period of time manpower shortages in underserved areas.

6) To alert young people especially the general public to assume greater responsibility for their own welfare by practicing better health habits and educating those who are or become ill, how to use the health system effectively, and enjoy their rights to it.

A small advisory group was called from the full membership of the committee to supply continuing advice and counsel during the development of the campaign. After exploring several possible approaches, one emphasizing the personal and human side of health care was chosen. Council staff and agency personnel visited and interviewed health workers at a rehabilitation institution, a hospital unit, an out-patient clinic, a neighborhood health center and a mental health unit. Based on these interviews, the agency submitted three concepts, and a presentation depicting a music therapist working with handicapped children was chosen with the overall theme, "Put Your Talent to Work in the Health Field."

Interviews were conducted with a number of possible candidates in the music therapy field. Molly Scott was chosen to serve as a spokesperson for the first phase of the campaign. Children were selected from the Lexington School for the Deaf and the Lighthouse for the Blind to appear with Ms. Scott in the advertisement. Filming and photography were completed in December, 1973.

Media included television (60 seconds, 30 seconds, 10 seconds), radio (60 seconds, 30 seconds, 20 seconds and 10 seconds taped and live announcements), car cards (22x11, 21x11, 28x11), three sheet posters, newspaper ads and consumer ads. Each ad offered the booklet "200 Ways to Put Your Talent to Work in the Health Field." During this first phase, more than 150,000 requests for the booklet were generated by the campaign. Additionally, 250,000 copies of the booklet were distributed in bulk.

To allow for local follow up, the National Health Council supplied duplicate labels of those requesting the booklet to state and metropolitan health manpower programs.

Immediate pick up placed the campaign among the top ten campaigns conducted by the Advertising Council. Conservative figures from the Ad Council shows that there have been more than 8 million in-home impressions on network T.V. and more than 8 million on local T.V. One hundred thousand lines of newspaper space were used. An excess of 100,000 car cards on public transit and public areas were displayed and 15,000 three-sheet posters were displayed in airline and bus terminals, train stations, etc. National magazines and radio also gave excellent support to the campaign. In all, an estimated $17 million in time and space was donated by the media.

To chart the second phase of the campaign a new advisory group was formed comprising three members of the full advisory committee and three members of NHC's Board of Directors. Again, a campaign stressing the human side of health care and the personal rewards to be gained in such a career was chosen. The advisory group also suggested that a spokesperson who would represent the team approach in health care delivery be chosen.

Reflecting these requirements, a nurse practitioner was selected, and after an extensive search, an excellent candidate was found in Ellen Peach, a nurse practitioner who works out of a community clinic in Nampa, Idaho. A site visit was made by staff and agency personnel in January, 1975, to meet with Ms. Peach and determine the probable sites for photographing and filming the advertisements. Photography for print and transit advertising was shot in May, 1975, and filming for the T.V. commercials in June, 1975. The advertisements feature Ms. Peach in actual patient situation with emphasis on direct patient care with the theme, "Put Your Love in the Health Field." Actual patients were selected to appear in the ad with care taken to achieve a balance racial mix. The same media was used as in the Molly Scott campaign.

To broaden the scope for the public service campaign, Spanish-language media was used with appropriate translations to television, radio, transit, and print advertising. Through this expansion of the campaign, the "health careers" message now reaches an important segment of our population which may not have been reached through English language channels.

An expanded and updated version of "200 Ways to Put Your Talent to Work in the Health Field" and a Spanish-language version have been published. New categories listed this year include nurse practitioner, veterinarian assistant, dance and recreation therapists, and optometric technologist and assistants. The copy was modified to eliminate all sexist references. Based on anticipated need, 300,000 of the English version have been printed and 50,000 of the Spanish version run.

National Health Council

Final Report
on
"Recruitment, Counseling and Related Activities in the Health Occupations"

Contract Number NO1-AH-C4094 (NIH-70-4094; PH 108-68-80)

Contract Period - July 1, 1968 - June 30, 1969

With the recruitment of a Director of the Health Careers Program on July 1, 1968 followed by a Health Careers Field Consultant and Health Careers Materials Consultant, the National Health Council embarked upon a significant expansion of its health careers program activities pursuant to the provisions of the PHS contract objectives: "to coordinate and focus national efforts and leadership in developing and strengthening those programs of national, state, and local organizations, councils, employing agencies, educational institutions, clubs, professional associations, and other groups which involve recruitment, counseling, and related activities aimed at increasing the number of persons educated and trained for the health occupations."

I. National Agency Involvement

A. National Health Council Health Careers Advisory Committee

The Advisory Committee, comprised of seventeen persons interested in recruitment, counseling and related activities convened an organization meeting in Chicago, Illinois on September 25, 1968 to familiarize the members with the background and plans of the NHC Health Careers program and to review, advise and provide guidance in the implementation of the new project's scope of work.

The committee, in addition to approving the initial plan of activities, recommended that the program be expanded to place more emphasis on the utilization and productivity of health manpower in addition to the charge for recruitment, education and training.

In addition the Committee recommended the establishment of a Joint National Health Council - National Vocational Guidance Association Committee.

B. Joint Advisory (Sub)Committee on State and Metropolitan Health Careers Programs

Established in September, 1968 as a Sub-Committee of the Council's Health Careers Advisory Committee, the Sub-Committee, comprised of six members representing the leadership in the existing state and metropolitan health careers programs, provided direct access to the career program leadership of the National

Health Council Health Careers Advisory Committee. Appointed by the President of the Council, it's charge was to review the Council's health careers activities, and to make recommendations and advise on the Council's program. In order to avoid duplication of national coordinating efforts by the Council and the American Hospital Association, and to maximize the coordination of staff work, the Sub-Committee became a joint effort sponsored and staffed by both the NHC and the AHA. In order to focus on problems facing state and metropolitan health careers programs, the following seven sub-committees were established.

1. Sub-Committee for Planning a National Seminar for State and Metropolitan Health Careers Program Executives

   This Sub-Committee planned and convened the first National Seminar for Health Careers Program Executives in Chicago, Illinois on February 5-7, 1969. Co-sponsored by the AHA and the NHC, the seminar was the result of the need expressed by the program directors of the state and metropolitan health careers program to share, exchange and coordinate information and techniques. Principle areas covered included the growth and emergence of new careers, the use of current mass media methods in relation to health careers programming and recruitment techniques, the structure and funding of health careers programs, current developments in the techniques of health careers recruitment, relationships between health careers programs and local resources, plans for the national coordination of health careers programs and the rationale for the organization of regional meetings.

2. Sub-Committee on Regional Groupings

   Based on a joint AHA-NHC staff recommendation to convene regional meetings as a means of developing and strengthening local and state health career programs through joint activities, a series of regional meetings were planned and convened as follows:

   a) Eastern Region - Representativesfrom New Jersey, New York and Pennsylvania attended two regional meetings held on February 27, 1969 and May 20, 1969 in Atlantic City, New Jersey. Attempts to develop a regional clearinghouse office to serve the tri-state area was unsuccessful due to funding problems. However, the regional representatives planned to explore funding with the regional board of the AHA.

b) New England Region-Representatives from Connecticut, Maine, New Hampshire and Vermont met on May 23, 1969 in Wentworth-by-the-Sea, New Hampshire to stimulate the formation of health careers programs in the four New England states without programs.

c) Southeastern Region-Representatives from Arkansas, Delaware, Florida, Georgia, North Carolina, South Carolina, Tennessee, Texas, and Virginia attended a meeting on June 11-12, 1969 in Nashville, Tennessee. Based on the enthusiastic response, representatives from this region planned to meet on an annual or semi-annual basis.

d) Western Region-Representatives from California, Colorado, Oregon, Utah, and Washington attended meetings on April 4, 1969 and June 20, 1969 in San Francisco, California.

Due to the ability of the West Coast Region, particularly California, to attract health professionals from other areas, their primary emphasis differed from the recruitment focus of other health careers programs throughout the country. Representatives from California, Hawaii, Oregon and Washington focused on planning and utilization of health manpower with an emphasis on data gathering and analysis rather than recruitment.

Based on different program emphases, the Rocky Mountain states became one region and the West Coast, including Alaska and Hawaii, became the second region.

3. Sub-Committee on Health Careers Films and Scholarships

Based upon a recommendation of this sub-committee, NHC purchased fifty prints of the American Medical Association's film, "Horizons Unlimited," and placed them in the film distribution centers of state health departments across the country. In response to a request from the pharmaceutical firm of Smith, Kline & French, coproducers with the Academy of General Practice of a film on physician recruitment, the NHC's Health Careers Program recommended distribution of the film by the existing state and metropolitan health careers programs.

4. Sub-Committee on Health Careers Programs Evaluations

The methodology for a long-range study to follow students from first inquiry until entrance into a health occupation training program was considered by this sub-committee. To meet the immediate needs of health careers programs, the development of guidelines to assess programs in determining specific program objectives and goals for program self-evaluation was recommended.

5. Sub-Committee on Health Careers Programs Funding Sources

This sub-committee reviewed state and metropolitan health careers programs in receipt of funds from regional medical programs, and provided information during workshops at the Seminar for Health Careers Executives, on procedures for gaining the interest and funding support of regional medical programs. The sub-committee broadened the scope of its studies to include all aspects of funding of state and metropolitan health careers programs, and recommended a staff study to determine the feasibility of developing a national catalogue of information on funding sources for use by existing health careers programs, and a compendium of material on procedures for the preparation of grant proposals, for public and private funding.

6. Sub-Committee on Health Careers Mass Media

Concerned with the availability of visual aids and health careers material for exposure in mass media, i.e., television and radio spot announcements, billboards, posters, displays and transpariencies, this sub-committee recommended development of a national campaign on health careers for mass media, and that efforts be made to develop a working relationship with the National Advertising Council. The NHC's health careers program purchased two hundred 60-second television spot announcements on health careers developed by the Texas Health Careers Program.

7. Sub-Committee on Health Careers Literature

Charged with the review and development of methods for dissemination of already existing health careers literature, as well as recommending new publication needs, national in scope, this committee divided health careers literature into three categories: resource material, motivational and promotional material, and information material.

Sub-committee recommendations included: the development by the NHC's Health Careers Materials Consultant of a catalogue of existing health careers materials from state and metropolitan health careers programs, a compilation of a national guide to general scholarship publications and information and the development of a clearinghouse procedure for materials.

Health careers brochures developed by the Oklahoma Health Careers Program in cooperation with the National Health Council's Field Consultant and designed for use with parents and junior high school students were purchased in bulk and disseminated to the state and metropolitan health careers programs. Bulk copies of six health career publications from health career programs in Virginia, North Carolina, Michigan, New York and Minnesota were purchased and distributed to the executives of the state and metropolitan health careers programs.

In addition, one hundred thousand copies of the AMA's "Horizons Unlimited" were distributed to the various state and metropolitan health careers programs for use as a supplement to the fifty film prints of the same title.

The Council's own health careers program publication, "Where to Get Health Career Information," was distributed in response to mail and phone inquiries, at various national conventions of health organizations, and through state and metropolitan health career programs.

C. Joint National Vocational Guidance Association - National Health Council Advisory Committee

Established in December 1968 on the recommendation of the NHC Health Careers Advisory Committee for the purpose of providing health manpower information to guidance counselors, the joint committee recommended the following areas for work by both sponsoring organizations:

-to develop a series of four volumes as an addition and supplement to the Department of Labor's "Health Careers Guidebook" providing information for national distribution to educational personnel to be prepared in the Spanish language as well as English.

-to determine the feasibility of producing motion pictures as companion pieces to the four career volumes.

-to study the possiblity of production of health careers film strips, instead of or in supplement to the motion pictures.

D. Relationships with other National Organizations

The NHC Health Careers Program established relationships with the following national organizations concerned with health careers activities relative to recruitment, education and training, and/or utilization of health manpower:

1. American Association of Junior Colleges-NHC staff membership on the AAJC's National Advisory Committee on Health Technology Education. The Council's Health Career Program joined in attempts at coordination of the junior and community college level training programs in health careers.

2. Association of Schools of Allied Health Professions-NHC staff membership in the ASAHP. The staff director of the Council's Health Careers Program also served on the Association's National Executive Membership Committee. A major focus of the Association is the coordination of the four-year level schools of allied health.

II. Field Consultation Service

A. Summary of Field Visits

Between November, 1968 and June 27, 1969 field consultation visits ranging in duration from one to three days, were made to the following fourteen state and metropolitan health careers programs:

Health Careers Council of Alabama
Birmingham, Alabama

Health Manpower Council of California
Oakland, California

South Florida Hospital Council
Miami, Florida

Health Careers Council of Georgia, Inc.
Atlanta, Georgia

Northwest Georgia Health Advisory Council, Inc.
Atlanta, Georgia

Health Careers Council of Illinois
Chicago, Illinois

Nassau-Suffolk Hospital Council
Hicksville, New York

Health Careers for North Carolina
North Carolina Hospital Association
Raleigh, North Carolina

The Cleveland Hospital Council
Cleveland, Ohio

Columbus Hospital Federation
Columbus, Ohio

Oklahoma Council For Health Careers
Oklahoma City, Oklahoma

South Carolina Hospital Association
Columbia, South Carolina

Tennessee Health Careers Program
Nashville, Tennessee

Texas Health Careers Program
Texas Hospital Association
Austin, Texas

B. Nature of Field Consultation Service

In most instances consultation service was requested by the health careers program staff, and during each field consultant visit, areas of greatest urgency were identified and suggestions made for overcoming specific problems. Virtually all the programs needed consultation and assistance in one or more of the following nine specific areas:

1. Additional funding sources and budgeting
2. Sources and development of literature and other recruitment materials including mass media, slides, motion picture films.
3. Promotion and development of working relationships with interested community groups, institutions, organizations, agencies, and personnel.
4. Creation of follow-up methods for student health careers inquiries.
5. Health careers programs' goals and objectives.
6. An evaluation process for programs' objectives and goals.
7. Information on sources of aid from other agencies and/or programs.
8. Organizational structure of health careers programs and advisory committee composition.
9. Promotion of additional health occupations education programs.

C. Inter-Program and Agency Field Contacts

Wherever possible field visits served to promote cooperative efforts between health careers programs and comprehensive health planning agencies, regional medical programs, local health occupations educational programs, state education agencies, and other governmental and private organizations involved in the resolution of health manpower problems.

The National Seminar for Health Career Executives, regional meetings, and various other meetings provided opportunities for informal contact and consultation with staff of health careers programs. During 1968-69 significant contacts were made with health career representatives from the following states: California; Colorado; Washington, D.C.; Indiana; Kansas; Kentucky; Louisiana; Massachusetts; Minnesota; New Jersey; New York; Ohio; Pennsylvania; Utah; Vermont; Virginia and Wisconsin.

Ongoing contact was initiated and maintained with many of the state and metropolitan health careers programs by mail and telephone. The volume of requests for consultation increased steadily as awareness of the NHC's Field Consultation Service spread among the state and metropolitan health careers programs.

III. Mail Inquiry Response

In accordance with the contract objective "to develop and implement a nationwide system for responding to written and oral inquiries" the NHC Health Careers Program solicited information on career inquiry handling methods preferred by state and metropolitan health careers programs, and developed a system for responding to written and oral inquiries concerning health careers opportunities.

A three-fold form was designed providing a method for responses to be sent simultaneously to (a) the individual inquiring; (b) the appropriate state or metropolitan health careers program and (c) professional organization which might appropriately follow up the original request. The form also provided the inquirer with information for personal follow-up on suggested contacts within specific health careers area. In addition, the inquirer received a copy of the Council's publication "Where to Get Health Career Information." The use of the three-fold form was initiated during the spring of 1969, and all form copies were forwarded to the appropriate state and metropolitan health careers program. Use of the new system was coordinated with the various national professional organizations.

IV. Health Careers Clubs

In accordance with the contract objective "to formulate plans for providing national leadership to health careers clubs in high schools and organizations in communities" an ad hoc committee was convened and recommended development of a feasibility study on national leadership of health careers clubs.

The NHC's Health Careers Program contracted with the National Study Service in New York City to provide a report on the development of a national leadership program and administration of clubs, providing information regarding such matters as constitutions, bylaws and regulations, sources of funds, club-faculty relationships, work-study opportunities, and club program content.

V. Program for Educational Personnel

In order to carry out the contract objective to "carry out programs which will stimulate and aid counselors, teachers, and other personnel in educational institutions in recruitment and counselling and other activities as they related to health occupations..." and to "...organize and conduct workshops for such personnel on a demonstration basis" the NHC health careers program staff initiated the following activity:

-Guidance Counselor Demonstration Workshop

With the cooperation of the NHC Health Careers Program the Ohio State University School of Allied Medical Professions organized and conducted a two-day health careers workshop on June 9-19, 1969, at Ohio State University.

VI. Future Planning

Having laid the groundwork for long-range plans for the National Health Council's Health Careers Program during the first contract year, relationships were developed with Federal agencies such as the Social and Rehabilitation Service, the Office of Education, and the Department of Labor for the purpose of exploring funding for the continuing financial support of the Council's Health Careers Program beyond the one-year contract period. While the potential for the Health Careers Program receiving joint support from federal agencies in the future existed, consideration was given to possible future financial support for both direct operations and/or specific projects from private foundations and numerous pharmaceutical concerns throughout the country.

In June 1969 a compendium of potential future NHC health careers program activities was listed categorically under the following three headings: Minimal, Desirable, and Optimum.

Minimum Activities:

1. The distribution of the film produced by Smith, Kline & French and the Academy of General Practice.

Desirable Activities:

1. Establishment of a National Health Careers Advisory Sub-Committee on Utilization of Health Manpower.

2. Coninued regional meetings of the state and metropolitan health careers programs.

3. Development of a catalogue of funding sources for state and metropolitan health careers programs.

4. Development of a guide for state and metropolitan health careers programs on procedures for preparation of public and private grant proposals.

Optimum Activities:

1. Meeting of the National Health Careers Advisory Committee

2. Establishment of a national leadership group for the Health Careers Clubs Program

3. Meeting of the joint American Hospital Association - National Health Council Advisory Committee on State and Metropolitan Health Careers Programs.

4. Seminar for Health Careers Executives

5. National listing of health careers films

6. National listing of sources of health careers scholarships

7. National catalogue of available health careers mass media.

8. National Catalogue of existing health careers materials, (e.g. literature) and development of a national clearinghouse to prevent materials duplication, and to transmit information on materials production.

9. Follow-up use of brochure for parents and high school students purchased and distributed by the Council's Health Careers Program to the state and metropolitan health careers programs.

10. Revision and continued distribution of the Council's publications, "Where to Get Health Careers Information," and "The Listing of State and Metropolitan Health Careers Programs."

11. Revision and distribution of the Council's publication, "Health Careers Exchange," in coordination with the other national health careers publications.

12. Continuation of field consultations with major emphasis on the establishment of new state and metropolitan health careers programs, and strengthening of the already existing programs.

13. Continued development and implementation of the three-fold mail inquiry response form system.

14. Implementation of the National Vocational Guidance Association - National Health Council Joint Advisory Committee recommendations for materials for educational personnel.

15. Cooperation with the Department of Labor and other interested federal agencies in the revision and national distribution of the "[illegible] Careers Guidebook."

16. Cooperation with the Ohio State University School of Allied Medical Professions in planned follow-up of their Guidance Counselor Workshop.

17. Establishment of other experimental health careers workshops for educational personnel based on the Ohio State University School of Allied Medical Professions model, and leading toward development of National Health Council guidelines for health careers workshops.

18. Continued affiliation with the national professional and voluntary organizations.

19. Continued close liaison with the national organizations responsible for junior-community and senior level health occupations educations.

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Continued implementation of the Scope of Work as detailed in the Council's contract on recruitment, counseling and related activities in the health occupations during the second contract year involved the coordination of three major efforts within the program and with other national and state organizations. In general, the program evolved into three major areas defined as the national effort, the field program, and the clearinghouse function. The program activities carried out within each of the three major areas illustrate the methodology and procedures used to implement the Project's Scope of Work as well as provide information on specific activities.

I. The National Program Effort

A. National Health Council Health Careers Advisory Committee

A meeting of this committee was convened once during the contract year in January, 1970, in Chicago, Illinois, to review the Health Career Program activities, and to advise on a recommendation that the Council expand its present manpower program to include efforts to encourage better manpower utilization and productivity. Consideration was given to the feasibility of developing an annotated bibliography on manpower utilization.

An ad hoc committee, convened for the purpose of developing suggestions on the content, format and source of funding for the production of the annotated bibliography, reported that special interest groups had initiated work in this area. The American Hospital Association's bibliography on "Work Measurement and Evaluation" and the Blue Cross Association's work in this area were noted. Research specialists at both Columbia and Harvard Universities were contacted for possible interest and capability for carrying out a project assignment in this area. A time period of nine to twelve months was projected at a cost of between 20-25 thousand dollars.

B. National Leadership Program for Health Careers Clubs

The report of the Feasibility Study for National Leadership Program, a publication prepared by the National Study Service at the request of the National Health Council and published in July 1969, was reviewed by the National Health Council's Board. Based on the Board's recommendation that with the availability of adequate funding, the Council should move to implement the establishment of a national leadership program, efforts were made to obtain funding or to encourage other national organizations to include the project within their programs. The proposal was also submitted to a foundation for funding considerations.

C. National Clearinghouse for Information on Health Occupations

To assist the Manpower Intelligence Branch of the Bureau of Health Professions Education and Manpower Training in obtaining information on health occupations educational programs offered in all the colleges and universities in the nation, a meeting was convened of members of the Joint Committee on State and Metropolitan Health Careers Programs and Mr. Louis Gorin, Acting Chief of the Bureau.

Following a discussion of the feasibility of a joint effort to collect the needed information, a questionnaire was devised and mailed to all the health careers programs' and councils' executives. The excellent questionnaire responses were forwarded to Mr. Gorin and his staff for their review.

D. Ad Hoc Committee on Manpower Programs of National Organizations

To encourage an atmosphere of coordination and possible cooperation between national organizations in the conduct of their manpower programs, a meeting of directors of manpower programs of a selected group of national agencies was convened on May 25-27, 1970, in Pennsylvania. The meeting provided an opportunity for each executive to describe the program of his organization and discuss the program with the other executives.

Participants included representatives from the following organizations: American Association of Dental Schools; American Association of Junior Colleges; American Hospital Association; American Medical Association; Association of Schools of Allied Health Professions; Blue Cross Association; Bureau of Health Professions Education and Manpower Training, National Institutes of Health; and National Center for Health Services Research and Development, Health Services and Mental Health Administration. Each attendee submitted an outline of his presentation or background material on his program prior to the meeting. In response to the high level of interest concerned with certain programs being conducted, a second meeting was planned for December 1970.

E. Informational Meetings on Health Manpower Programs

In order to keep the national voluntary and health professional organizations informed on health manpower programs developed within states and communities, two meetings were convened to provide an overview of the work of the state and metropolitan health careers programs.

1. Meeting for Federal Agency Representatives, National Institutes of Health

Staff of Federal agencies located in Washington, D.C., attended the first meeting convened at the National Institutes of Health in Bethesda, Maryland, February 12, 1970. Executives of three state and metropolitan health careers programs reviewed the methods used in implementing their program objectives, including kits, slide shows, radio and T.V. tapes and literature illustrated.

2. Meeting for Voluntary and Professional Organizations

Staff of professional and voluntary health agencies attended the second meeting convened at the American Hospital Association in Chicago, Illinois, June 9, 1970. Executives of three state programs described opportunities for national organizations in state and local health careers programs. The more effective use of health career materials of the professional organizations was encouraged.

F. Allied Health Training Activities

Subsequent to the Council's publication of "A Guide for Health Technology Program in Planning," a feasibility study was conducted during the spring and summer of 1969 to learn from the college administrators and health facility operators about their needs for experimental and demonstration programs to enable them to more effectively design their own programs.

Subsequent to the feasibility study, a proposal for a "Health Occupations Information and Consultation System" was prepared and submitted to the Office of Education for funding. The proposal involved the development of a health occupations information and consultation service which would mesh clearinghouse, demonstration and research functions into a network for disseminating information on sound health career programs and practices.

Focused on junior-community college technical programs as the critical link between vocational and professional programs, the methodology involved the establishment of regional centers around which a cluster of satelite programs would be used for purposes of demonstration and experimentation.

G. Cooperative Program to Increase Educational Opportunities in the Health Professions for Minority Groups

During 1969, the Association of American Medical Colleges received a sizable grant from the Office of Economic Opportunity to increase educational opportunities in the health professions for minority groups and other under-represented populations. A portion of the grant was designated to be used to encourage students to enter the allied health professions; the major portion of the grant being designated for encouraging students to enter medicine and dentistry.

The NHC agreed to assist with the program by soliciting proposals from the state and metropolitan health careers programs or their sponsoring organizations for demonstration programs which could be conducted in local communities.

The guidelines for the conduct of the demonstration programs were developed in accordance with AAMC-Office of Economic Opportunity Grant. The demonstration programs were to emphasize such activities as motivation, recruitment, admission and retention of minority group students and also seek to determine the underlying causes and corrections of underrepresentation of minority students in the health professions.

Twenty-three proposals were received for review by a committee representing the AAMC, Federation of Schools of the Health Professions, and the National Health Council. The Texas Health Careers Program, Pennsylvania Health Careers Council and the Indiana Health Careers Council, Inc. each received a $20,000 grant to implement their proposals.

II. The Field Program

During 1969-70 the Council's Health Careers Field Program progressed markedly in its implementation of the contract objectives "to increase the number and assist in the development of state and metropolitan health careers programs in areas where no programs exist; to enhance the effectiveness and strengthen existing state and metropolitan health careers programs; to work with and encourage state and metropolitan health careers programs to work with other groups, agencies and institutions on the state and local level; and to coordinate efforts with the American Hospital Association and other national organizations in working with the state and metropolitan health careers programs."

The Council's program provided increasing opportunities for exchange of information and communication on materials, program ideas, funding information, and other outreach efforts developed by a few health careers programs and gradually integrated into the program development and plans of other health careers programs. Reports, newletters, correspondence, publications, and telephone calls received in the Council's office as well as information obtained through field visits, conference and other personal contacts indicated that the health careers programs were increasing liaison and relationships with comprehensive health planning agencies, regional medical programs, state departments of education, guidance counselor associations, state legislators, and regional offices of the Department of Health, Education, and Welfare and the Department of Labor.

A. Consultation Visits

A total of twenty consultation visits were provided during the contract year; eight visits were made to established health careers programs and twelve to emerging programs. During the past year the Joint Committee on Health Careers developed

criteria for ongoing or "formal" health careers program which included:

1. Conducts a year-round program based upon recognition of manpower in each geographic area and emphasize one or more of the following aspects of the problem:

   a. Recruitment
   b. Education
   c. Utilization

2. Has adequate and responsible community or organization based sponsorship, as well as continuing funding.

3. Has the minimum of one paid staff member who devotes at least one half time to one or more of the components listed in number 1 above.

4. Has a stated organizational structure with defined goals and objectives.

Organizations that met some but not all of the listed criteria were designated as carrying on "activities" in health careers. The Council's listing of state and metropolitan health careers programs was divided according to these criteria.

Of the eight visits to "formal" health careers programs, two, Minnesota and the Hospital Council of Western Pennsylvania, were to give assistance to new program directors; two programs, California and Colorado, requested consultation in order to find additional continued funding and four programs, in Kentucky, Texas, Louisiana and the Twin Cities Hospital Association requested assistance for program review and evaluation.

Twelve visits to "other" programs were for the purpose of helping to plan, organize and fund health careers activities and programs. The four emerging health careers councils without full-time staff were the Florida Health Manpower Council, the Arizona Hospital Association, the New Mexico Hospital Association, and the Health Professions Council of San Francisco. Organizations having staff but not meeting the criteria for "a formal program" were the Hospital Council of Southern California, the Ohio State Regional Medical Program, the Mississippi Hospital Association, and the Hospital Association of Pennsylvania. The Maryland Hospital Education Research Foundation, an emerging health careers program was subsequently listed as a "formal" health careers program.

As continued funding has been a persistant problem for nearly all of the state and metropolitan health careers programs, consultation field visits stressed the need for obtaining broad community-based support from all organizations with an interest in manpower.

B. Seminars, Conferences and Meetings

1. Second Annual Seminar for Health Careers Executives

"The Seventies -- A New Era and a New Image" was the theme of the Second Annual Seminar for Health Careers Executives convened at the Royal Coach Inn in Dallas, Texas, January 11-13, 1970. The program content included a series of "think tanks" on health careers clubs, evaluation of health careers programs, the role of health careers programs in stimulating development of health occupations training programs, how to establish health careers programs or councils and how to reach youth from minority groups.

2. Regional Meetings

a. The Southwest Regional health careers program convened a meeting in July, 1969, in Little Rock, Arkansas, and developed the concept for a "consulting team" which was subsequently approved by the joint AHA - NHC Sub-Committee on Health Careers. Participants from Texas, Oklahoma, Arkansas, and Louisiana, using a single questionnaire form, initiated a regional needs survey of individuals in the health professions for the purpose of planning additional health occupations educational programming for the entire region.

The recommendation which emerged was that the AHA and NHC establish a "leadership consultant team" composed of experts representing health careers programs to be available to any state, metropolitan or regional group interested in initiating or revising a health careers effort. In addition, AHA and NHC were asked to cover travel expenses of the team and provide for an orientation session to prepare the leadership team for its responsibilities.

b. New England, Mid Atlantic, Southeast, Southwest, Mid West, and Rocky Mountain Regional Meetings

During the seminar for health careers executives in January 1970, in Dallas, Texas, health careers program representatives from the above-listed regions convened meetings to discuss problems (inherent in their regions) with programming as well as the exchanging of ideas and communications.

c. Western and Rocky Mountain Region

A special meeting of health careers personnel representing four states, California, Arizona, Nevada, and Colorado, attended a meeting convened in San Francisco on April 20, 1970, to discuss the

feasibility of a western regional coordinating effort to stimulate and strengthen existing health careers activities and also to promote the establishment of new programs within the region.

Representatives from California expressed the opinion that unique problems within the state needed resolution before a coordinating effort with other states could be initiated. The apparent over-supply of qualified applicants for California's health occupations education facilities was considered an unique situation which placed health careers recruitment at a lower priority within the state.

Nevada, Colorado, New Mexico, Arizona, and possibly Utah wished to explore the possibility of a formalized regional health careers program under the auspices of AHA's regional office in Denver, Colorado.

3. Conferences

a. Southeastern Regional Health Careers Conference

Representatives from thirteen states and the District of Columbia convened a meeting on "The New Movement in Health Careers Promotion -- A Confrontation with Ideas" on June 11-12, 1970, in Washington, D.C. Topics discussed were communications with minority groups, youth communications, the role of the junior colleges in health careers programming, audio-visual techniques, implementation of Operation MEDIHC, establishment of a sound financial base for health careers programs through fund-raising and grantsmanship, and the role of private foundations and federal agencies in supporting health careers programs. Future meetings in this region were planned on a semi-annual basis in order to meet ongoing needs.

4. Joint Committee and Sub-Committee Meetings

a. The AHA-NHC Joint Committee on Health Careers met twice during this contract year. The September 1969 meeting was devoted to planning for the Seminar for Health Careers Executives which was held in Dallas, Texas in January, 1970. In addition, the Committee discussed an evaluation methodology to assist the state and metropolitan health careers programs in examining their goals and objectives and in evaluating their progress in reaching these goals and objectives. As funding was not available to carry out a suggested evaluation methodology for conducting a longitudinal study, this suggestion was tabled. A Sub-Committee on Guidelines was appointed during this meeting.

The "consulting team" concept was implemented as a joint AHA-NHC consultant service. Plans were developed to make the consulting team available on a selected basis during the next year to provide services and information to emerging health careers programs and existing programs in need of consultation.

b. Sub-Committee on Funding Sources

Two meetings of the Sub-Committee were convened in August and in October 1969. A questionnaire was developed and distributed to all state and metropolitan health careers programs to help determine the sources of funding available to them. Based on this information, the materials consultant planned to compile a funding sources guide for use by health careers programs.

c. Sub-Committee on Films

This Sub-Committee met in December 1969 and developed plans for acquiring additional information in order to publish a listing of health careers films.

III. Health Careers Materials Program and Clearinghouse Functions

A. Inquiry Response System

In August 1969 after polling state and metropolitan health careers programs throughout the country seeking advice on effective methods to respond to requests for information on health careers, NHC staff developed an inquiry response system.

A three-part form was designed, one part of which provided an immediate response to the inquirer. The other two copies of the form are mailed to the professional associations and to the state health careers program in order that specific information pertaining to the career and to the location of schools within the inquirer's geographic area could be provided without delay.

A copy of the NHC brochure, "Where to Get Health Career Information," was returned with the response to the inquirer. Ten months after the system was initiated, 7,720 inquiries were received and 12,282 responses mailed.

Viewed by program executives as a tremendous boost to health careers recruitment throughout the country, the system was enthusiastically supported.

As a result of the Council's health careers program being listed as a source of health careers information in several national publications such as Good Housekeeping, Changing Times, Today's Health, Tuesday Magazine, and Career Index, an avalanche of inquiries were received in the Council's

office during this period. During the past project year, it was necessary to add temporary help periodically in order to provide the prompt response to inquiries regarding health careers information.

B. Health Careers Materials

1. Materials Distribution

In order to serve a clearinghouse function, materials including literature, radio and T.V. spots, and other items were purchased and disseminated to state and metropolitan health careers programs. This ongoing activity provided program executives with examples of good materials developed in other parts of the country, which could be purchased for use locally for health careers recruitment.

Literature distributed to all state and metropolitan health career programs during the contract year included:

- "Horizons Unlimited," a health careers booklet published by the American Medical Association. A special insert containing the addresses of the state and metropolitan health careers programs was prepared, and 100,000 copies of the booklet distributed to programs in quantities ranging from 500 to 3,000 depending upon the scope and activities of the program.

- Four booklets published by the National Public Relations Council on Health and Welfare Services, including: "Seeking Foundation Funds," Pamphlets: How to Write and Print Them," "Making the Most of Radio-T.V." and "Productive Press Relations."

- "Health Careers -- Do Your Thing," a packet of recruitment materials developed by Virginia Health Careers,

- "Opportunities Unlimited," a booklet and wall chart describing duties and requirements for various health occupations developed by the Indiana Health Careers Program.

- "Federal Dollars for Scholars," a compendium of federal financial assistance for individuals, including available assistance in the various health careers.

- Poster with leaflet pocket and package of recruitment materials developed by the Tennessee Health Careers Program.

- Poster with leaflet pocket and return card developed by Oklahoma Health Careers Program.

- Wall chart describing various health careers and interium report on activites developed by the Health Careers Program of the Maryland Hospital Education and research foundations.

2. Radio Spots

National distribution rights for a 60-second radio spot developed for Indiana Health Careers were acquired and the spot duplicated and distributed on request to Health Careers Programs. Sixty-two tapes were distributed to thirty-eight programs and additional orders serviced. The rights to this radio spot, a musical recruitment message for health careers, were granted by Michigan Blue Cross-Blue Shield, the original underwriter of the production.

3. T.V. Spots and Films

A meeting was convened in June 1970 with the President of the Walter I. Kline Company, Ltd., a film producer in Charlotte, North Carolina, for the purpose of exploring the development of a new film on health careers with footage that could be used for T.V. spots.

- The staff from the J. Walter Thompson Company, the advertising agency for Blue Cross, consulted with NHC staff regarding content for health careers spots for use by Blue Cross in North Carolina and New York.

- Discussions were held with members of the Film Sub-Committee of the AHA-NHC Joint Committee on Health Careers and Dr. Bonnie Wolfram, President of Educational Media, Inc., a Detroit film production firm. Dr. Wolfram's outline of a proposal for a series of short health careers films was submitted to the board of the National Vocation Guidance Association. However, funding was not available for the proposed project.

d. Materials Development

- The Health Careers Memo, a NHC newsletter initiated in November 1969 for the purpose of informing executives of state and metropolitan health careers programs of developments in health manpower or items of specific interest to their activites. Two issues were prepared, published and distributed during the contract period.

- "Where to Get Health Career Information," a standard pamphlet giving referral sources for information on specific health careers. Revised and published in January 1970, this pamphlet was sent to 7,720 individuals requesting information on health careers, and an additional 100,000 copies distributed throughout various organizations, including the Department of Health, Education, and Welfare and various medical auxiliaries.

e. Listings, Catalogues, Guides

- "Guidebook on Funding for Health Careers Programs," a compilation including patterns of funding for health careers programs, sources of programs' support, a bibliography of funding publications and basic guidelines on seeking funds, "The Guide" was prepared for dissemination to and state and metropolitan health careers programs and other organizations interested in establishing such programs.

3. Special Projects

a. Health Careers Guidebook Revision

Early in February 1970 the final statement of agreement between the NHC and the U.S. Training and Employment Service of the Manpower Administration in the U.S. Department of Labor was signed authorizing the initiation of work on the third edition of the Health Careers Guidebook. Subsequent to meetings between staff of the NHC and the U.S. Training and Employment Service, names submitted for the Policy Committee and the Advisory Committee for revisions of the Guidebook were approved. A steering committee was established composed of staff from NHC, U.S. Training and Employment Service, and the following units of the U.S. Department of Health, Education, and Welfare: the Office of Education, the Bureau of Health Professions Education and Manpower Training, National Institutes of Health, and the Environmental Control Administration.

The Steering Committee was charged with responsibility for providing suggestions and consultation as needed to the Advisory Committee and the Policy Committee. The NHC materials consultant provided staff service to both committees.

b. Operation MEDIHC (Military Experience Directed into Health Careers)

In January 1970 the NHC agreed to assist the Department of Defense and Department of Health, Education, and Welfare in preparing and collecting materials on MEDIHC,

a cooperative program of the two aforementioned departments, designed to help men and women trained in medical skills while in the armed services to capitalize on those skills upon return to civilian life.

Final copy of a promotional booklet prepared by NHC staff was delivered to the Department of Health, Education, and Welfare in March 1970. Fifty pieces of material for information kits including government publications and various items from health professional societies were compiled and mailed to all transition sites specified by the Department of Defense, to the Department of Health, Education, and Welfare, regional MEDIHC coordinators and to state MEDIHC coordinators. Descriptions of Operation MEDIHC and sample kits were sent to all state and metropolitan health careers programs with the suggestion that they provide transition officers with the same services and materials provided to school guidance counselors.

c. Handbook for Guidance Counselors

Based on a recommendation of the National Vocational Guidance Association-National Health Council Joint Advisory Committee, a proposal was prepared for the development of a handbook for guidance counselors to include information on health careers requiring less than a high school education or careers available to individuals after a period of on-thejob training. The handbook was to include educational and/or training requirements, licensure or certification requirements, cost of training, facilities for training, employment opportunities and job mobility. As a corollary to the handbook, a companion film or set of films was to be developed.

This proposal was temporarily shelved based upon an unfavorable response by the Board of Directors of the National Vocational Guidance Association.

4. Health Careers Materials -- Related Meetings

The materials consultant attended the following meetings relative to health careers materials:

a. November 1969 -- National Public Relations Council on Health and Welfare Services. This meeting involved an exploratory discussion regarding the exchange of materials developed by the National Public Relations Council for appropriate distribution to state and metropolitan health careers programs. Four NPRC publications were selected for distribution to the career programs.

b. February 1970 -- National Association of Mental Health Manpower. This meeting involved consultation on possibilities for cooperative recruitment efforts and materials distribution between local mental health associations and state and metropolitan health careers programs.

c. June 1970 -- Health Careers for Piedmont, Carolina, and Charlotte, North Carolina. This meeting involved an exploration with the representatives of the Charlotte ETV Station regarding a T.V. series on health careers developed for the Charlotte public schools. Information was gathered on production costs, problems, etc. for future use in advising health careers programs on effective use of ETV.

Contract Period July 1, 1970 - June 30, 1971

I. The National Program Effort

The Council's national collaborative health manpower activities during this contract period continued to be guided by the Joint AHA-NHC Committee on Health Careers.

A. Joint AHA-NHC Committee on Health Careers

On February 14-15, 1971 a meeting of the Committee was convened in Denver, Colorado. The following three actions were taken by the Committee:

- Finalized plans for the Third Seminar for Health Manpower Executives to be convened in June 1971 in Denver.
- Recommended expansion of the traditional role of the state and metropolitan health careers programs beyond health career recruitment to include a role as catalysts for the stimulation of educational programs and effective utilization of health manpower.
- Reviewed the status of the sub-committees and agreed to phase out the sub-committees on evaluation, education, funding sources, films and scholarships, and mass media.
- Agreed to retain the Sub-committee on Guidelines.

B. Association for Advisors for Health Professions

In December 1970 a meeting was convened of representatives of the NHC, the American Hospital Association, the Association of Advisors for the Health Professions, and four state and metropolitan health careers councils to explore laying the groundwork for future communication and cooperation.

Mailing lists were exchanged between the state and metropolitan health career program representatives and the AAHP, and a plan to exchange invitations to each others regional meetings developed. This meeting was considered highly successful in delineating areas of mutual concern.

In June 1971 a meeting was convened of representatives of the Association of Advisors for the Health Professions, the Association of Junior Colleges and the American Vocational Association. The NHC was asked to explore the formation of a task force to plan for a series of working sessions on health occupations and professions to meet the needs for counseling and guidance of college level students in health careers and to develop articulated models for health careers advising centers.

C. National Health Council Annual Health Forum on Health Manpower

On March 15-10, 1971 the Council convened its Annual Health Forum in San Francisco, California on "Health Manpower: Adapting in the 70's." The sessions focused on adaptations

needed to overcome barriers in education as well as occupational barriers to career mobility.

D. National Health Council Advisory Group on Minority Youth Programs

On March 23, 1971 a meeting was convened of a National Health Council Advisory Group on Minority Youth Programs in Washington, D.C. Representatives of the following seven organizations and agencies engaged in minority motivation programs participated in the meeting:

- The National Urban League
- Indiana Health Careers
- National Urban Coalition
- National Medical Association Foundation Inc.
- American Speech and Hearing Association
- American Association of Medical Colleges
- Office of Education, US Department of Health, Education and Welfare

Effective minority motivation program and methods used to attain successful results were discussed.

A National Health Council publication entitled "The Minority Tapes" is a report of that meeting. (See section on Health Careers Material in the latter portion of this report)

E. National Association of Mental Health

In April 1971 a meeting was convened of NHC staff and the staff of the National Association of Mental Health to explore the coordination of efforts between local mental health affiliates and state and metropolitan programs to meet manpower needs in the mental health field. Based upon availability of funds a task force was to be established to implement planning for a meeting of local affiliates of the NAMH and the state and metropolitan health career programs.

F. Informational Meetings with NHC Professional Association Members

A series of meetings between NHC staff and staff of national professional association member organizations were convened to increase staff's knowledge of the organizations special manpower needs, problems, in manpower development, manpower priorities, i.e., training, education, recruitment, and/or minority manpower activities. Visits to the following professional association members were made during this contract period:

- American Medical Association, Chicago, Illinois
- American Osteopathic Association, Chicago, Illinois
- American Congress of Rehabilitation Medicine, Chicago, Illinois

- American Medical Technologists, Park Ridge, Illinois
- American Nursing Home Association, Washington, D.C.
- American Physical Therapy Association, Washington, D.C.
- American Podiatry Association, Washington, D.C.

II. Field Program

During 1970-71 field work with the state and metropolitan programs continued, although there was a gradual slow down in the establishment of new programs as compared with 1969-70. Due to the inadequate funds available to support staff to maintain a health careers program, efforts were directed toward cooperative efforts in the development of regional health career programs.

In recognition of the growing concern for the needs of minority youths, NHC staff made special efforts to work with state and metropolitan health career programs in this area.

A. Consultation Visits

A total of 11 consultation visits to state and metropolitan health career programs were made during this contract period. These visits are listed below:

1. New York

United Hospital Fund of New York regarding a survey of health occupations programs for the New York metropolitan area.

2. Connecticut

Ad Hoc Committee on Development of a Connecticut Health Manpower Institute to discuss development of by-laws and funding for the potential institute.

3. Maryland

Maryland Hospital Education and Research Foundation regarding Board orientation to health careers programs.

4. Pennsylvania

Delaware Regional Medical Program to explore a coordinated health careers program for the state of Pennsylvania.

5. Florida

Florida Health Manpower Council to utilize the first Consulting Team session on health careers organization, financing and program activities.

6. Colorado

Rocky Mountain Regional Committee (Arizona, Colorado, Idaho, Montana, New Mexico, Utah and Wyoming) to discuss

joint AHA-NHC assistance in the development of a regional health careers program.

7. Tennessee

Tennessee Health Careers and Missouri Health Careers Programs regarding a recruitment workshop.

8. Virginia

Virginia Health Careers Program regarding future programming, possible funding sources and special health careers programming for minority and disadvantaged groups.

9. Minnesota

Minnesota Health Careers Council regarding the "Project Break Through" program to recruit disadvantaged students into nursing and other health careers.

10. New York

Metropolitan Regional Medical Program regarding the format of a proposed publication.

11. New York

College Level Examination Program to explore publicizing equivalency examinations being given laboratory workers.

Consultation visits to other organizations and individuals with health manpower-related interests are listed below:

1. National Association for Retarded Children regarding health careers programs for the Association's volunteers.

2. Association of University Programs in Hospital Administration regarding a summer health careers programs in hospital administration for minority youth.

3. Dr. Frank Whitehouse regarding a proposal for the creation of a national organization for college level pre-professional health occupations, counselors or advisors.

4. Public Relations Division of Rumrill-Hoyt Inc. regarding a health careers program for the New York Health Manpower Commission.

B. Seminars, Conferences, Meetings and Workshops

1. Seminars

a. Third Annual Seminar for Health Careers Executives

On June 23-25, 1971 the AHA-NHC co-sponsored the Third Annual Seminar in Denver, Colorado. The theme

of the seminar, "Beyond Recruitment - Future Vibrations," included such topics as the legislative outlook for the 1970's, relationship of health manpower programs with planning agencies, barriers of certification and licensure and the health occupations education enrollment outlook.

A television talk show format was used to showcase state and metropolitan health careers programs involved in education, planning, and utilization.

b. Health Careers Seminar - Operation MEDIHC

On August 23, 1970, at the request of the Department of Health, Education, and Welfare, a seminar was held at Fort Dix, New Jersey by the NHC in cooperation with the Hospital Education and Research Foundation of Pennsylvania. This seminar was designed as an orientation session for Transition Officers to provide basic information on job opportunities in the health field.

2. Conferences

a. Southwest Regional Health Careers Conference

On July 15-17, 1970 the representatives from five states convened a conference in Oklahoma to discuss the theme "Mutual Enhancement Through Sharing." Other topics discussed included inter-ethnic communications and motivation, audio-visual techniques and the Texas Pilot project of Operation MEDIHC.

b. Southeastern Regional Health Careers Conference

On January 27-29, 1971 in Miami, Florida a health careers conference was convened by the Southeastern Regional Health Careers Programs. The conference took place at the Miami Beach High School where health manpower programs replaced the usual lessons of the day.

3. Meetings, Workshops and Institutes

a. -American Hospital Association-Annual Meeting on Health Manpower

On September 13-18, 1970 in Houston, Texas, NHC staff in addition to attending the AHA annual meeting, consulted with several staff representatives of health career programs, state MEDIHC agencies, AHA regional offices and professional associations.

b. -American Personnel and Guidance Association-Annual Meeting

In April 1971, the APGA convened its annual meeting in Atlantic City, New Jersey. Staff of the NHC, AHA, Indiana Health Careers and Texas Health Careers Programs sponsored a joint program on "Promoting Health Careers Among Minority Groups."

c. Epilepsy Foundation of America-Annual Meeting

In October 1970 the EFA convened its annual meeting in Washington, D.C. NHC staff participated in a panel discussion on health manpower.

d. Association of Schools of Allied Health Professions-Annual Meeting

On November 23-25, 1970 NHC staff attended the annual meeting of the ASHP convened in Chicago, Illinois. Informal staff consultation were held with executives of educational institutions, educational agencies and health career programs during the meeting.

e. Rocky Mountain Region Health Manpower Committee Meeting

On January 18-19, 1971 in Denver, Colorado, NHC staff attended a meeting of six of the seven states in the region to discuss a cooperative health manpower program.

In addition to reviewing the health manpower data needs for the region, a regional clearinghouse concept was discussed including a film library or audiovisual center. The regional committee agreed to discuss the regional concept with representatives from the Western Interstate Commission on Higher Education, several regional medical programs in the area, the comprehensive health planning agencies and other interested groups.

The committee agreed to approach the National Urban Coalition to discuss the feasibility of developing a regional consortium for the area. The program administrator for the Health Manpower Program of the National Urban Coalition was contacted by the regional committee chairman.

f. DHEW - Region II Workshop on Health Occupations Education

On May 19-21, 1971 NHC staff attended a workshop convened in New York City by the Region II Office of DHEW to explore and develop techniques for identi-

fying responsibilities for strengthening cooperation between education and the health care industry.

g. National Public Relations Institute

On June 2-4, 1971 in New York City, NHC staff attended the National Public Relations Council's series of workshops on television and radio media. Two of the fifteen public service T.V. spots presented were from health careers programs from the New York State Department of Health and from the Hospital Association of Pennsylvania.

III. Health Careers Materials Program and Clearinghouse Function

A. Inquiry-Response System

During this contract period, 6,416 inquiries were received from students, parents, teachers and others throughout the United states and foreign countries.

National Health Council responses totalled 12,013. There was a noticable increase in requests from servicemen due to the new Operation MEDIHC Program.

B. Health Careers Materials

1. Materials dissemination

a. "Listing of state and metropolitan health careers programs" (updated in August 1970) -- distributed to state medical societies through the American Medical Association, Armed Services Transition Officers, state and regional MEDIHC coordinators and all state and metropolitan health careers programs.

b. "Horizon's Unlimited" - AMA booklet - 10,000 copies purchased and distributed on request.

c. "A Report on Funding of Health Careers Programs" -- a joint NHC-AHA publication distributed to state and metropolitan health careers programs and other interested organizations.

d. "Directory of Accredited Allied Medical Education Programs" -- distributed to MEDIHC transition officers.

e. "Report of Selected Activities of State and Metropolitan Health Careers Programs" - distributed to all state and metropolitan health career programs.

f. "Self-Evaluation Form for Health Careers Program" - an evaluation report published jointly by the AHA-NHC and distributed to all state and metropolitan careers programs for self-assessment.

g. "NHC Health Manpower Programs" -- a new informational brochure on the history of NHC Manpower Program from 1954 to 1971 -- distributed to NHC Board, member organizations, other professional organizations, state and metropolitan health career councils and government agencies.

h. "Minority Tapes" -- a twenty page report of the March 23, 1971 meeting convened by the NHC in Washington, D.C of the Advisory Group on Minority Youth Programs.

Two thousand copies of the publication were distributed free of charge to organizations interested in minority programs.

i. Health career informational materials from the following health career programs were distributed at the National Health Council Annual Forum on Manpower, March 1971, California, Colorado, Indiana, Michigan, Ohio, Virginia Health Careers Programs; and from the American Hospital Association, the American Medical Association, the American Osteopathic Association, the National Urban Coalition, and the Committee on Careers in Medical Laboratory.

j. Listings of Regional Offices of the Bureau of Health Manpower Education -- distributed to state and metropolitan health career programs.

2. New Health Careers Newsletter

a. Health Manpower Memo

The Council's newsletter, Health Careers Memo, was renamed Health Manpower Memo to reflect the deeper involvement of the health careers program in the total aspect of delivery of health care. A new memo masthead was designed and the decision made to print rather than mimeograph the newsletter. The mailing list was significantly expanded beyond the state and metropolitan health careers programs, and the printing order increased to 1,500 copies. -- Three issues of the new memo were published in March, April and June 1971 and distributed to state and metropolitan health career programs and professional health manpower personnel.

b. Operation MEDIHC Newsletter

During meetings of NHC staff and staff of the Department of Defense and the Department of Health, Education, and Welfare during July and December 1970 in Washington, D.C., various possibilities for additional Council involvement with the Operation MEDIHC Program were explored.

The Council agreed to publish three trial issues of a MEDIHC newsletter on a bimonthly basis from February-June 1971. Designed primarily as a news outlet for Armed Services Transition Officers and MEDIHC coordinators to report on state, regional, and national happenings relevant to the MEDIHC, decisions were made regarding the MEDIHC newsletter layout and masthead, copy, content, source of information and a mailing list of 1,600 names developed. Collection of information involved requesting input on local activities from state MEDIHC coordinators and transition officers.

The original mailing list included regional and state coordinators, Transition Officers, involved Federal agencies, NHC member agencies, health professional organizations, state hospital and medical associations, state and metropolitan health careers programs and Veterans Administration officers. Two thousand copies of the first MEDIHC newsletter, issued in February 1971 were distributed. Based on the many additional requests for copies of the publication, distribution was increased to 3,000 copies for the April 1971 issue of the newsletter. The third issue was distributed in June 1971.

3. MEDIHC Informational Kit

Based on the demand for the informational Operation MEDIHC Kits previously prepared and distributed by NHC to Transition Officers and MEDIHC coordinators, an additional 200 kits were assembled and distributed to fill back orders and in anticipation of future requests.

4. Health Careers Guidebook Revision

During the contract year, substantial progress was made on the revisions for the third edition of the Guidebook. The Advisory Committee completed its changes and the Policy Committee re-appointed to approve the final drafts and copy. Staff of the Bureau of Health Manpower Education was assigned to rewrite the introduction, the description of emerging occupations and redesign the Health Occupations Chart.

5. National Advertising Council

An early recommendation of the Sub-Committee on Health Careers Mass Media (AHA-NHC Joint Advisory Committee on Health Careers) in January 1969 involved the development of a national health careers campaign for mass media in conjunction with the National Advertising Council. However, an early Council attempt to interest the Ad Council was unsuccessful.

Early in the contract year, a NHC Ad Hoc Committee for Radio and T.V. and NHC staff presented a cogent case to the Ad Council's Campaign Review Committee relative to the mounting of a NHC National Health Careers Campaign.

NHC staff learned that Ad Council Public Service Campaigns require funds ranging up to $150,000 to pay for costs of materials, i.e., prints of T.V. spots, radio tapes, car cards, billboards, etc. Most campaigns run for three years and the creative services are donated by a major advertising agency.

While no decision was made during this contract period to initiate a national health careers campaign, the Ad Council Campaign Review Committee suggested that the Council explore with an organization called The Health Manpower Institute, the possibility of coordinating such a campaign. Plans were developed for convening a meeting between the Health Manpower Institute and the National Health Council to explore the Ad Council suggestion.

Contract Period July 1, 1971 - June 30, 1972

I. The National Program Effort

A. Joint AHA-NHC Advisory Committee on Health Careers

1. On September 7, 1971 the staff of the Joint AHA-NHC Committee met to consider the need for the Joint Committee to be more representative of the manpower area other than the state and metropolitan health careers program representatives. The Committee's name, objectives and membership were reviewed.

2. The Joint Committee met twice during this contract year, on September 8-9, 1971 and February 3, 1972.

a. During the September 8-9, 1971 meeting of the Committee in Chicago, Illinois the following expanded and new staff activities were outlined:

- Expansion of the distribution of the Health Manpower Memo beyond the state and metropolitan health career programs to include state affiliates of national professional association members of the NHC.

- Periodic surveys of state and metropolitan health career programs to determine activities.

- Utilization of activity reports from state and metropolitan health career programs as sources of information for reporting in the Health Manpower Memo.

- Continued contact with state and metropolitan health career programs to stimulate formal health career programs in areas where none exist.

- Surveying of state and metropolitan health career programs to secure statistical data on activities.

b. During the February 3, 1972 meeting of the Joint Committee, two new AHA appointments, representing a minority program and a health occupations education program were added to the committee. New NHC Committee appointments in March 1972 represented vocational guidance and student interests.

The name of the Joint AHA-NHC Committee was changed during this contract period to the Advisory Committee on Health Manpower to reflect the expansion of objectives beyond the initial objective of health careers recruitment.

B. Informational Meetings with NHC Professional Association Members

NHC staff met with staff of the following national professional association member organizations to exchange information on health manpower areas of mutual interest:

- National Student Nurses Association - New York City
- American Society of Clinical Pathologists - Chicago
- American Academy of Pediatrics - Evanston
- American Nurses Association - Kansas City
- American Occupational Therapy Association - Washington, D.C.
- American Academy of Family Physicians - Kansas City
- American Optometric Association - St. Louis
- National Environmental Health Association - Denver, Colorado

C. NHC Meeting of Health Professional Member Organizations

On February 4, 1972, a meeting was convened of representatives of NHC professional organization members for the purpose of determining areas of coordination in health manpower recruitment and utilization between the professional organizations and state and metropolitan health manpower programs. Representatives of the following professional association members attended the meeting:

-American Association for Inhalation Therapy
-The American College of Surgeons
-The American Home Economics Association
-The American Hospital Association
-The American Medical Association
-The American Medical Womens' Association
-The American Nurses' Association
-The American Optometric Association
-The American Pharmaceutical Association
-The American Podiatry Association
-The American Public Health Association
-The American Society of Clinical Pathologists
-The National Association of Social Workers
-The National Environmental Health Association
-The National League for Nurses

D. American Vocational Association

Staff of the NHC and AVA convened several meetings to plan for an "invitational conference to promote collaborative efforts for health manpower preparation and utilization" to be convened in May 1972.

E. National Association for Mental Health

NHC staff explored plans for a proposed conference for state and metropolitan health manpower executives and affiliates of the National Association for Mental Health to identify and stimulate coordinated activities in planning health manpower programs.

II. The Field Program

With the guidance of the joint AHA-NHC Advisory Committee on Health Manpower, staff continued to work towards the development of an effective field program which reflected national health manpower trends including the growth of comprehensive health planning agencies and regional medical programs, health technology curriculum development for new health occupations in addition to the continuing interest in student guidance and counseling.

Based on the voluntary reporting by the state and local health manpower groups, NHC staff was able to obtain information regarding the growth and development of the network of state and metropolitan programs beyond simple health career recruitment. It became evident that the range of activities engaged in by the local and state groups was dictated by local needs, local program leadership, the sponsoring organization, and the extent of funding provided.

As conducting programs aimed specifically at minority group members became an increasingly important activity, NHC staff assisted program executives to reassess their programs and update their priorities in order to attract support from funding organizations.

A. Consultation Visits

A total of 15 consultation visits to state and metropolitan health career programs were made during this contract period. These visits are listed below:

1. Pennsylvania

   Health Manpower Committee, Pennsylvania Health Council regarding methodology for implementing a statewide health careers effort.

2. South Carolina

   South Carolina Hospital Association regarding funding support for the health manpower program.

3. New York

   United Hospital Fund of New York regarding a proposal for the development of a coordinated health careers information center for the New York metropolitan area.

4. Colorado

   Rocky Mountain States Regional Committee regarding regional survey of manpower data.

5. Pennsylvania

   Health Careers Program of United Health Services of Philadelphia regarding coordination and leadership for statewide health careers activities and health manpower proposal review.

6. South Carolina

South Carolina Manpower Council regarding health career program objectives and fund raising methods.

7. New York

Office of Special Health Manpower Programs, New York State Department of Health regarding update on statewide health manpower activities.

8. Ohio

Greater Cleveland Hospital Association regarding media development, materials for junior high school audiences, sources and techniques of fund raising and better coordination with national and affiliate professional organizations.

9. Georgia

Georgia State Scholarship Commission, Atlanta regarding reorganization of scholarship programs.

10. Georgia

Health Careers Council of Georgia regarding cooperation of activities with the Georgia State Scholarship Commission.

11. Washington

Coordinating Council for Occupational Education, Olympia, Washington regarding update on program activity.

12. Oregon

Women's Auxiliary - Oregon Medical Association regarding update on program activities.

13. Colorado

Colorado Health Careers Program regarding program reorganization and fund raising.

14. Connecticut

Connecticut Institute for Health Manpower Resources regarding program planning and fund raising.

15. Louisiana

Louisiana Health Careers Program regarding health careers materials program.

Consultation visits to other organizations and individuals with health manpower related interests are listed below.

1. New York

   -Ad Hoc Planning group for a New York Metropolitan Health Manpower Coordinating Council regarding proposal development.

2. New York

   City University of New York Health Affairs Planning Office regarding establishment of a New York Metropolitan Health Manpower Coordinating Council.

3. New York

   Comprehensive Health Planning Agency for the City of New York regarding establishment of a New York Metropolitan Health Manpower Coordinating Council.

4. Washington, D.C.

   Federal City College, Washington, D.C. regarding review of proposal for health manpower education program.

Numerous telephone consultations with a number of health career programs were conducted primarily in the area of funding proposals to be submitted to Regional Medical Programs and the Office of Health Manpower Opportunities, DHEW.

B. Seminars, Conference, Meetings, Workshops

1. Fourth Annual Seminar for Health Career Executives - Tulsa, Oklahoma

   On June 25-27, 1972, the AHA-NHC co-sponsored the Fourth Annual Seminar for Health Career Executives in Tulsa, Oklahoma. Special meetings for medic coordinators and national professional organizations were convened before the opening of the Seminar. Ralph P. Christenson, M.D. of the Lister Hill National Center for Bio-Medical Communication, was a featured speaker.

2. Conferences

   a. Southeastern Regional Conference on Health Manpower - Newark, New Jersey. On April 6-7, 1972, a health manpower conference was convened in Newark, New Jersey. Sponsored by Southeast Regional Health Careers programs and several New Jersey health careers programs, the conference focused on community development and model cities programs.

      Senator Harrison Williams of New Jersey and Dr. Stanley Bergen, Jr., President, The College of Medicine and Dentistry, New Jersey, were featured speakers.

The very popular film; "Code Blue" was shown during this conference.

b. Great Lakes Manpower Conference - East Lansing, Michigan

On April 12, 1972, a meeting was convened in East Lansing, Michigan on health occupations education. Dr. George Blue Spruce, Director of the Office of Health Resources Opportunity, DHEW, was a featured speaker.

c. Joint Annual Conference of New Hampshire Health Careers Council and the Health Careers Council of Vermont - Hanover, New Hampshire

NHC staff attended this Conference, which featured speakers representing the New Hampshire-Vermont Blue Cross/Blue Shield and the Western Interstate Commission for Higher Education.

d. National Invitational Conference to Promote Collaborative Efforts on Health Manpower Preparation and Utilization - Chicago, Illinois

On May 1-3, 1972, NHC staff attended a meeting co-sponsored by the NHC and the Health Occupation Systems Division of the American Vocational Association.

e. National Audio/Visual Association Convention -Cincinnati, Ohio

NHC staff attended a conference in Cincinnati, Ohio on multi-media in the health sciences. The conference included professional and commercial exhibits on utilization of multi-media in the health professions.

3. Meetings

a. American Hospital Association - Annual Meeting

During this meeting NHC staff attended a session on "Minority Employment in Health Careers" featuring a slide/sound presentation by the National Association of Health Services Executives.

b. Association of Schools of Allied Health Professions - Annual Meeting

During this meeting convened in Atlanta, Georgia, in November 1971, a report of Part I of the "Study of Accreditation of Selected Health Education Programs By Dr. William Seldon" was presented.

c. American Vocational Association - Annual Meeting

During this meeting convened in Portland, Oregon on December 5-9, 1971, NHC staff attended a meeting of the Association's Health Occupations Education Division.

NHC staff met with representatives of the following organizations and/or agencies to explore and/or participate in planning and implementation of cooperative health manpower activities and to exchange information on mutual areas of interest;

-Informational meeting with Federal staff of the regional medical program and comprehensive health planning service in Rockland, Maryland to discuss state and regional RMP and CHP health manpower activities.

-Planning meeting for regional conference on "Minority Recruitment and Health Manpower Distribution" co sponsored by the Michigan Health Council and the Michigan State University.

-Meeting with staff of the Women's Bureau, Division of Economic Status and Opportunities, Department of Labor, Washington, D.C. to exchange information on areas of mutual interest.

-Meeting with staff of the Social and Rehabilitation Services, DHEW, Washington, D.C. to review planning priorities for rehabilitation of the handicapped, especially as candidates for health careers training.

-Meeting with the staff of the American Foundation of the Blind to explore health careers opportunitites for the blind.

National Health Council staff participated in the following two meetings:

-National Coordinating Council on Drug Education Symposium of Motion Pictures and Television Engineers

-Eastern Medic Meeting in Wilmington, Delaware.

III. Health Careers Materials Program and Clearinghouse Function

A. Inquiry Response

During this period a total of 8,564 inquiries - requests for health manpower information from students, parents, teachers, servicemen, and others were received.

A total of 12,653 responses were made by the Council to these inquiries.

565 inquiries were received as a result of a Blue Cross TV spot, "Be a Member of the Life Corps" viewed in the Metropolitan New York area. 673 responses were made to these inquiries.

B. Health Careers Materials

1. Publications

"Where to Get Health Careers Information" - NHC publication - a fold-out phamphlet listing over 200 health occupations and organizations to contact for information on educational requirements, financing and scholarships for specific health careers.

- "1971 Health Manpower Activity Report - NHC publication describing the many facets of state and metropolitan health career programs in the United States and Canada.

- "Need a Lift" - latest edition of the American Legion Resource booklet on financial aid.

- "Be a Member of the Life Corps" - Bureau of Health Manpower, DHEW publication.

- "Code Blue" - Bureau of Health Manpower documentary film for minority youth depicting medicine as a career - 10 prints purchased and distributed on an as needed basis.

- Health Careers Materials Kit - NHC informational kit of samples of the best health careers materials developed by the health careers programs including literature for students, guidance and scholarship materials, surveys, art design, posters, etc. A NHC Committee of Creative Specialists was appointed to review and select materials for inclusion in the kit.

- Film Guide - joint NHC and Bureau of Health Manpower listing of recent films on health careers.

- Film spot consultations-NHC staff consulted on two TV film spots during this period:
  - -Blue Cross' 30-second film spot "Be a Member of the Life Corps" (viewed in metropolitan New York area)
  - -Equitable Life Assurance Society of the United States 60-second film spot on "Health Careers" (for national media)

C. Health Careers Newsletters

1. Health Manpower Memo - 8 issues prepared and distributed during this contract period (1500-2000 copies per issue printed)

2. MEDHIC Newletter - five issues prepared and distributed during the contract period. Arrangements were made for bulk copies to be provided to Alice Frazier, National MEDHIC coordinator and to Colonel Walter Seaman, Director, Transition Manpower Program, Department of Defense for additional distribution to their constituents on request.

D. Health Careers Guidebook

The revised third edition of the Guidebook moved into its final clearance stages by the United States Departments of Labor and HEW. An editor was employed to write, prepare and produce a third edition.

E. National Advertising Council

During this contract period a series of clearances were required by the NHC in the course of its negotiations with the Ad Council for the development of a national health careers campaign.

Advised of the Advertising Council's support of a technical manpower shortage program (TEMPS), a cooperative effort of the US Office of Education, the Conference Board and the Manpower Institute involving a TV campaign geared to technical careers, the NHC's chairman of the Ad Hoc Committee for an Advertising Campaign and NHC staff met with the Executive Vice President of the Health Manpower Institute.

A plan was agreed upon for the Council to assume principal responsibility for sponsorship for all aspects of a National Health Careers campaign including the development of liaison with the Advertising Council and solicitation for support.

The purpose of the campaign would be to attempt to establish an image of the health field as a desireable place to work and serve people. Emphasis was to be placed on the needs of minority groups and if possible a way was to be found for better distribution of health manpower.

Based upon a recommendation of the Council's Board of Directors, the professional fund raising firm of Brakely, John Price Jones Incorp. was retained. A fund raising campaign to raise $300,000 for a three-year health careers campaign was mounted, and selective solicitation among health industry organizations, foundations, insurance companies and pharmaceutical companies, conducted.

By the end of the contract period $120,000 was received from Council members and $75,000 from pledges received. In addition, $10,000 was contributed by the Bureau of Health Manpower, DHEW, to support the Advertising Campaign.

Contract Period July 1, 1972 - June 30, 1973

I The National Program Effort

Based upon a recommendation of the American Hospital Association's Director, Bureau of Manpower and Education, the Joint AHA-NHC Committee on Health Manpower was discontinued in March 1973. However, AHA-NHC co-sponsorship of the Annual Seminars for Health Manpower Executives was continued through a AHA staff liaison.

Plans were developed for the appointment of a National Health Council Health Manpower Committee to provide advice and guidance to the Council's program.

During this contract period NHC staff explored and/or participated in planning and implementation of collaborative health manpower activities with the following national organizations and groups:

A. American Medical Association - Women's Auxiliary

On October 7-9, 1973, NHC staff participated in the Mini-Workshops sponsored by the Health Manpower Committee of the Women's Auxiliary to the American Medical Association in Chicago. Staff gave a presentation on the Council's up-coming advertising campaign, and described other NHC services for health manpower programs.

B. National Minority-related Organizations

NHC staff assistance to minority group recruitment efforts involved the following activities:

- Exploratory meeting with staff of the Office of Health Manpower Opportunity, National Institutes of Health; School of Medicine, Howard University; American Foundation for Negro Affairs and the National Urban League was convened to determine the need for a conference to enhance communication and joint efforts between allied health education program coordinators in traditional black colleges, health manpower programs and professional organizations.

- Selected listing of national health manpower programs with minority group services.

- Informational letters to state and metropolitan program directors about the availability of local grants from the Office of Health Manpower Opportunity and the presence of Mexican American recruiters on college campuses named by the National Chicano Health Organization.

- Staff consultation for a minority recruitment workshop in the Southeast.

C. Southeast Regional Conference on Health Manpower Development

On May 2-3, 1973 in Birmingham, Alabama the NHC in cooperation with the Health Careers Council of Alabama convened a Southeast Regional Conference on Health Manpower Development for health education coordinators of black colleges in Alabama, Georgia, Mississippi and Tennessee and representatives of national professional associations.

Held on the campus of Miles College in the Student Union Building, the conference was geared to provide the colleges with an opportunity to establish closer working relationships with national professional organizations and state and local manpower programs in the Southeast area. Program participants included:

- Harley E. Flack, Ph.D., Assistant Dean, School of Health Related Professions, State University of New York at Buffalo.

- Marion Mann, M.D., Dean, College of Medicine, Howard University

- Albert Barringer, Associate Director, Office of Health Manpower Opportunity, Bureau of Health Manpower Education, NIH

D. National Voluntary Health Agencies for the Handicapped

NHC staff explored the development of a program to identify options for training and employment in health careers for handicapped persons. The following national organizations, education institutions and federal agencies perticipated in the planning meetings:

- National Easter Seal Society for Crippled Children and Adults
- National Multiple Sclerosis Society
- Muscular Dystrophy Associations of America
- United Cerebral Palsy Association
- National Association for Mental Health
- American Speech and Hearing Association
- American Physical Therapy Association
- Health Related Professions Division of the State University of New York at Stony Brook
- Social and Rehabilitation Services, DHEW

E. The following meetings were held with staffs of other national organizations to establish working relationships and to explore common interests and means for coordination of health manpower programs.

- National Chicano Health Organization -- to determine mechanisms for assistance in recruiting Mexican American students to enter health careers or assisting students enrolled in health occupation courses.

- American Association of State Colleges and Universities -- to identify areas of coordination with NHC

- Project Breakthrough, National Student Nurses Association -- to exchange health careers materials and plans for continued communication.

- Medical Exploring Program, Boy Scouts of America -- to identify areas of mutual interest.

II. Field Program

NHC staff made the following consultation visits:

A. Consultation Visits

- Maryland
  Maryland State Department of Health & Mental Hygiene, Baltimore, Maryland, regarding statewide coordination of health manpower information.

- New York
  Aspira, New York, regarding problems of Puerto Ricans in NYC, and health career counseling functions of Aspira.

- Arkansas
  Arkansas Council for Health Careers Inc., regarding program review

- Pennsylvania
  Philadelphia Center for Health Careers, regarding program review.

- Pennsylvania
  Health Map Program Lincoln College, Lincoln University, regarding minority recruitment into health careers.

- Missouri
  Kansas Health Careers Council, regarding presentation at annual meeting and future staffing for Council's Health Careers Program.

- Georgia
  Georgia State Scholarship Commission regarding the over and under supply of specific categories of health personnel in Georgia and information on availability of grants.

- Alabama
  Health Careers Council of Alabama regarding planning for Birmingham Conference.

- Michigan
  United Community Services of Metropolitan Detroit regarding coordination with Health Manpower Council of Southeastern Michigan.

- Vermont
  Health Careers Council of Vermont regarding exploration of alternatives for continuation of the Council.

- New York
  United Hospital Fund of New York regarding update on new program directions.

- North Carolina
  North Carolina Health Careers Programs regarding health career clubs in the state.

Telephone consultations were held with staff of the South Florida Hospital Association, the Connecticut Institute for Health Manpower, Ohio Health Careers and the Greater Cleveland Hospital Association regarding requests for health careers materials, proposals for program funding and new program directions.

B. Data Reporting

NHC gathered data on the program activities of the state and metropolitan health manpower programs and state health departments during this contract period:

1. State and Metropolitan Health Manpower Programs

During this contract period requests for data on health manpower program activities were sent by NHC staff to 57 state and 38 metropolitan health manpower program executives. The replies received from 37 state and 17 metropolitan programs were summarized and published.

The 1972 data gathering procedure, changed and expanded beyond the 1971 format, to include the following 4 program areas:

a. Student contact programs
b. Health careers materials
c. Participation in planning activities
d. Data collection for clearinghouse activities

3. Health Manpower Programs in State Departments of Health

In response to a NHC request for information on health manpower directors, the nature of programs, and responsibilities sent to each state commissioner of health, replies were received from 47 states and the District of Columbia.

Among the replies, 15 states reported no programs in health manpower and 10 reported recruitment, training and in-service education programs for state and county employees.

Of the remaining 23 states and the District of Columbia, six states reported they relied on or worked in cooperation with statewide health careers councils. This information was useful in state health manpower program planning development and coordination.

C. Seminars, Conferences, Meetings, Workshops

1. Fifth Annual Seminar for Health Manpower Executives

On July 8-10, 1973 the Fifth Annual Seminar for Health Manpower Executives, co-sponsored by the AHA and the NHC was convened in Oak Brook, Illinois. The seminar theme, "Expanding Worlds in Health Manpower Development," explored innovative programs for solving the problems of scarcity areas, comprehensive health planning for health manpower program., cooperative approaches for providing educational training and services and student financial aid.

2. The following conferences and meetings were attended by NHC staff to enhance their knowledge of recruitment, counseling and related activities in the health occupations:

a. The National Health Manpower Education Conference for the Spanish-Surnamed, October 21-23, 1972, in Chicago, Illinois.

b. The Annual Meeting of the Association of Schools of Allied Health Professions, November 15-17, 1972, in Houston, Texas.

c. Meeting of the Health Occupations Division at the Annual Conference of the American Vocational Association -- December 5, 1972, in Chicago, Illinois.

3. The following meetings were held with staff for the purpose of planning future conferences, seminars and workshops:

- Three meetings were held with the Planning Committee for the Southeast Regional Conference on Health Manpower for traditionally black colleges and professional organizations held May 2-3, 1973, in Birmingham, Alabama.

- A meeting was held to plan for the American Hospital Association's Minority Recruitment Workshop in January, 1973, in Atlanta, Georgia.

- NHC staff attended the National Health Council Task Force on the Manpower Distribution Project meeting in Memphis, January 24-26, 1973.

- A planning meeting of the health manpower executives was held in the National Health Council Conference Room on January 29, 1973.

- The National Health Council's Annual Delegates Meeting and National Health Forum on Health Manpower was attended in Chicago on March 19-21, 1973.

- A National Meeting for MEDIHC Coordinators was convened in Washington, D.C. on March 21-22, 1973.

- A meeting was held with staff of the American Association for Comprehensive Health Planning in Alexandria, Virginia.

- A meeting was held with staff of Booz-Allen Chemical Education Study in New York City on March 26, 1973.

- A meeting was held with staff of the Middle States Regional Office, College Entrance Examination Board.

III. Health Manpower Materials Program and Clearinghouse Functions

A. Inquiry Response System

During this period a total of 9,817 inquiries/requests for health manpower information was received from students, parents, teachers, servicemen and others. A total of 12,229 responses were made to these inquiries.

B. Health Manpower Materials

1. NHC Newsletters

- Health Manpower Memo -- six issues published and disseminated

- MEDIHC Newsletter -- six issues published and disseminated

C. Publications

- Revised "Where to Get Health Career Information" -- NHC fold-out pamphlet

- Spanish Version "Where to Get Health Career Information" -- produced with support of the Information Office of the Bureau of Health Manpower, DHEW

- "Health Careers Kit" -- NHC showcase of outstanding examples of health careers materials originated by state and metropolitan health careers programs selected by a NHC Creative Committee

- "Health Careers Guidebook," third edition -- publication prepared in cooperation with NHC by Department of Labor Manpower Administration and DHEW's National Institutes of Health -- illustrated guidebook containing detailed data on 34 health occupations -- distributed to all state and metropolitan health manpower programs.

- 1972 Health Manpower Activity Report -- NHC publication describing the diversity of activities of 54 state and metropolitan health manpower programs.

- "Find - Financial Information National Directory," 1972 -- published by AMA purchased and distributed to health manpower programs and selected minority programs.

D. Advertising Council

Subsequent to a successful fund-raising campaign, a Technical Advisory Committee of NHC member organizations, health career programs, contributing industries and goverment "brainstormed" with the Advertising Council representatives from Ogilvy and Mather and the Ad Council coordinator on April 3, 1973. Campaign strategy was outlined and a small advisory group appointed to work directly with the staff of Ogilvy and Mather.

On May 30, 1973 at a meeting convened by the sub-group of the Technical Advisory Committee one of the three proposed approaches presented by Ogilvy and Mather was accepted:

- A sampling of careers - rejected "because it would be practically impossible to single out which careers to represent."

- The emergency team concept showing a dramatic situation where an entire team is working in an emergency ward of a hospital-rejected as being "time worn."

- Personal drama - offering a human relationship, "person to person contact," - accepted based upon its appeal to the T.V. stations, and its ability to stimulate personal involvement of the viewer.

Contract Period July 1, 1973 - June 30, 1974

I. The National Program Effort

In order to keep the national health professional member organizations informed on the Council's health manpower programs, NHC staff visited the following two organizations during this contract period:

A. National League for Nursing - New York City
B. Student National Medical Association - Washington, D.C.

II. The Field Program

A. Consultation Visits

The following 4 consultation visits were made to state and metropolitan health manpower programs during this contract period:

1. California - April 1974
Hospital Council of Southern California - to explore co-sponsorship of a Western regional meeting on health manpower.

2. Virginia - April 1974
Virginia Health Careers to explore co-sponsorship of a Southeast regional conference on health manpower.

3. Arkansas - April 1974
Arkansas Health Careers Council to review program activities.

4. Texas - April 1974
Texas Health Careers Program to review program activities.

B. Seminars, Conferences, Meetings and Workshops

1. Sixth Annual Seminar for Health Manpower Executives

On June 9-11, 1974 approximately 130 participants attended the Sixth Annual Seminar co-sponsored by the AHA and the NHC in Washington, D.C.

The Seminar theme "The Thrust of Federal Legislation and its Manpower Implications" examined the proposed Federal health manpower legislation and its impact on minority health manpower development, on local health manpower programs and on education and training.

2. Regional Conferences

a. Southeastern Regional Health Manpower Conference

On February 5-6, 1974, 137 participants representing 14 states attended the Southeastern Regional Conference. Convened in Louisville, Kentucky, the conference was co-sponsored by the AHA, NHC and the Kentucky Hospital Research and Education Foundation.

b. Midwest Regional Health Manpower Conference

On February 25-26 1974, 150 participants representing 8 states attended the Midwest Conference. Convened in Milwaukee, Wisconsin, the conference was co-sponsored by the AHA, NHC and the Hospital Council of Greater Milwaukee Area.

3. Meetings

a. Planning meeting on October 22, 1973 on the regional conferences on health manpower to be held in Louisville, Kentucky and Milwaukee, Wisconsin.

b. Meeting with "Action" on the operation of an "800" information line.

c. Meeting with the American Society for Medical Technology on the operation of a "800" information line.

III. Health Manpower Materials Program and Clearinghouse Function

A. Inquiry Response System

During this period a total of 4,064 inquiries/requests for health manpower information was received from students, parents, teachers, servicemen and others.

A total of 4,086 NHC responses were made to these inquiries. At the end of this contract period more than 25,000 individual requests for "1000 Ways" were received and filled. An outside firm, Associated Litho and Letter Service, was engaged to handle fulfillment.

B. Health Manpower Materials

1. NHC Newsletters

- Health Manpower Memo - 4 issues (more than 3,000 per copy distributed).

- MEDIHC Newsletter - 4 issues (3,000 per copy distributed).

C. Publications

1. On-going Publications

- "1973 Activities Reports from State and Metropolitan Health Manpower Programs" - (NHC publication).

- "1973 Health Careers Publication Guide" (NHC publication) - listing of health career materials used in recruiting for health professions.

2. New Publications

- "Health Manpower Programs Come In Different Sizes" - (NHC publication) report of selected activities of state and metropolitan programs.

- "200 Ways to Put Your Talent to Work in the Health Field" - (the new NHC "poster" pamphlet) prepared in conjunction with the Advertising Council/NHC public service campaign - This NHC fold-out pamphlet is far more comprehensive in scope than the pamphlet "Where to Get Health Career Information" which it replaced. The pamphlet is featured in all ads in the Ad Council Campaign.

  NHC purchased an additional 200,000 copies of the pamphlet for bulk sale at cost. Approximately 110,000 copies were distributed with large orders placed by the American Medical Association, American Cancer Society and the American Nurses' Association.

D. Purchase & Dissemination of Materials

- "Health Career Clubs in North Carolina"

- "American Hospital Association Health Manpower Bibliography"

- "American Medical Association Allied Medical Education Directory"

- Promotion materials for film "Where I Want to Be" Bureau of Health Resources film story on a woman dentist.

- "How to Pay for Your Health Career Education"

- "Fact Sheet on Revenue Sharing"

- "Project 75" - brochure)

- Student National Medical Association brochure

- Reprints:

- "Needed: Indian Health Professionals"

- "Health Report/Maldistribution of Physicians in Focal Point of Manpower Debate"

- "Grantsmanship: What is it?"

E. Film Review

NHC staff participated in United Hospital Fund Film Review Panel to evaluate films for minority audiences. "Code Blue" and "Where I Want to Be" received high ratings.

F. Children's Television Workshop

During the contract period, Children's Education T.V. Community Services were in the process of exploring resources for a series of 26 one-hour programs on health education to be produced for national coverage on educational broadcasting stations. Aimed at an adult audience with viewing time 7:30-8:30 p.m. weekly, the program planned to use the provocative style of "Sesame Street" and the Electric Company.

The goals of the series were:

to convey information
to modify attitudes
to change behaviour

Topics to be included were hypertension, dental care, self-abusement and nutrition. NHC staff assisted in identifying personnel and resources of member agencies for the programs, e.g., American Heart Association, American Dental Association, and the Council on Drug Education to serve as consultants.

G. Advertising Council

During this contract period, the NHC-Advertising Council Public Service Campaign made its debut in February 1974 with the theme "Put Your Talent to Work in the Health Field". The premiere of the national multi-media campaign included 60 sec, 30 sec and 10 sec color T.V. film spots; 60 sec, 30 sec and 10 sec radio tapes and live announcements; car cards 22x11, 21x11, 2x11; three sheets 42"x84", newspaper kit 600 line, 400 line, 250 line, 125 line and consumer magazines 7x10, 4-5/8x5 and 2-1/4x5.

The campaign's principle goals were "to generate a favorable attitude toward a career in the health field" and "to stimulate requests for information on specific careers in the health field" to be provided by a new NHC brochure.

NHC staff and creative arts personnel of the Ad agency visited and interviewed health workers at a rehabilitation institute, a hospital unit and out-patient clinic, a neighborhood health center and a mental health unit.

During meetings held in August and November, the presentation endorsed depicted a therapist working with handicapped children. Approval of the storyboard for the radio and T.V. spots, the print advertising and the NHC new brochure entitled "200 Ways to Put Your Talent to Work in the Health Field" was secured from the Technical Advisory Committee.

NHC staff contacts with people in the music therapy field and rehabilitation agencies resulted in the selection of Ms. Molly Scott, a music therapist, and four children of mixed ethnic backgrounds attending a music therapy class at the Lighthouse for the Blind in N.Y.C.

During December 1973 voice-over recordings and music was taped for radio and T.V. and T.V. commercials of Molly Scott and the children filmed. At a press conference on February 13, 1974 the 1974-75 NHC-Ad Council was announced. Subsequently the T.V. spot was shown at the Southeast Regional Conference in Kentucky, the Midwest Conference in Milwaukee and the material presented at the NHC's 1974 Annual Meeting in Boston, March 12-13, 1974. Molly Scott was also presented during the NHC's annual meeting.

The pamphlet "200 Ways" is offered free in each radio and T.V. spot, car cards, magazine and newspaper advertisements.

A high degree of acceptance was reflected from the multi-media reports. Enormous support was given to the campaign in newsletter and magazines of member and nonmember organizations.

Contract Period - July 1, 1974 - June 30, 1975

I. National Program Effort

During the 53rd Annual Meeting of the Council in March, 1973 in Chicago, the Board of Directors authorized the establishment of a NHC Advisory Committee on Health Manpower:

A. NHC Committee on Health Manpower

On September 18, 1974 the first meeting of the Council's Committee on Health Manpower, chaired by Richard P. Penna, Pharm. D., Assistant Director for Professional Affairs, American Pharmaceutical Association (and a member of the NHC Board of Directors) was convened in New York City. The Committee was charged with "providing advice, support and guidance to the Council, its Board of Directors, Officers and staff in meeting the Council's goals in the development of health manpower programs."

The Committee's plans included a consideration of programs and policies in the areas of recruitment, training, retention, placement, utilization, distribution and continuing competence of all categories of health manpower. The development of recommendations for Council positions on legislation, scholarships and other issues vital to continued improvement in health manpower development were identified as areas of future Committee involvement. Two additional meetings of the Committee were convened during this contract period, on January 29, 1975 in New York City and on June 4, 1975 in Washington, D.C.

In April, 1975 the committee membership was expanded to 28 to afford greater participation by women, minorities and representatives of student organizations in the Council's manpower activities. (Attachments 1-5)

B. Visits to NHC Professional Member Organizations and Other National Groups

1. American Occupational Therapy Association - Bethesda, Maryland
2. National Medical Association - Washington, D.C. and New York City
3. National League for Nursing - New York City
4. American Personnel and Guidance Association, National Career Information Center - Washington, D.C.
5. National Medical Association Foundation - Washington, D.C.
6. National Center for Health Statistics - Bethesda, Maryland

C. Special Advisory Committees

1. Ad Hoc Committee on the Inventory for Health Occupations at the Secondary Level

The purpose of this Ad Hoc Committee was to review and analyze the geographic sampling of responses of the state health occupations personnel in answer to an inquiry form sent by the NHC. Committee advice was sought in the preparation of a report on health occupations at the secondary level.

The Committee met twice; on February 14, 1975 in New York City, and on May 20, 1975 in Oak Brook, Illinois. Subsequent to the first meeting a writer with a background in health occupations education was engaged by the NHC to prepare a report based upon the data collected.

A first draft of the report entitled, "Health Occupations in United States High Schools" was reviewed by the Committee, and their comments forwarded to the author.

A second draft incorporating revisions suggested by the Committee members was prepared and submitted to NHC staff. Major revisions in the second draft copy were made by an editor engaged by the Council near the end of the contract period. Following revisions in the bibliography and overall format, this document will be prepared for publication in 1976. (Attachments 6 and 7)

2. Ad Hoc Committee for Minority Health Manpower Development

On March 12, 1975, a meeting of the Ad Hoc Committee for Minority Health Manpower Development was convened in Washington, D.C. The meeting was called for the purpose of exploring activities that the Council might undertake in assisting minorities and the disadvantaged in alleviating barriers which prevent these groups from entering and practicing in the health field. (Attachments 8 and 9)

Previous to this meeting, NHC had developed an inquiry form which was sent to all member professional agencies, state and metropolitan health manpower programs, and a selective list of minority programs. Despite a relatively sparce response, the Committee identified the following five major problem areas and developed specific recommendations relative to each area:

1) Inadequate information on health and health careers for minorities
2) Legislative implications
3) Inadequate financial assistance
4) Adapting curriculum and faculty of health science institutions to needs of minority students
5) Inadequate elementary and secondary level preparation especially in science and math (Attachment 10)

The recommendations were submitted to the Council's Board of Directors subsequent to a serious consideration by the Council's Committee on Health Manpower. (See Attachment 5 for a summary of the Committee on Manpower's discussion and recommendations to the Board)

II. Field Program

A. Consultation Visits

California - July 1974
Hospital Council of Southern California to explore convening a regional conference on health manpower.

Arkansas - July 1974
Arkansas Health Careers Council to assist in preparation of a proposal for RMP funding of a state-wide survey.

Texas - July 1974
Texas Health Careers re update on Texas Health Careers job placement.

Ohio - August 1974
Ohio Health Careers re update on program activities relating to MEDIHC and health careers information dissemination.

New Jersey - August 1974
New Jersey Health Careers Service to plan for statewide meeting of health manpower representatives.

Illinois - October 1974
Illinois Hospital Association re establishment of a task force of health manpower resource people to assume responsibilities of the Health Careers Council of Illinois dissolved in September 1973.

California
San Francisco Health Professions Council to explore NHC assistance in increasing their health manpower program activities.

Wisconsin - September 1974
Wisconsin Hospital Association to review NHC health manpower program activities.

New York - January 1975
United Hospital Fund re update on program expansion of health careers clearinghouse in New York City.

Virginia - March 1975
Virginia Health Careers re revision of counselor's educational training manual.

Telephone and written consultation was held with the Colorado Health Careers Council, reorganized under Colorado Medical Society. NHC health careers materials and publications were made available to the new health careers director.

B. Seminars, Conferences, Meetings, Workshops

1. Seventh Annual Seminar for Health Manpower Executives

On May 18-20, 1975 in Oak Brook, Illinois, the Seventh Annual Seminar for Health Manpower Executives, co-sponsored by the AHA and the NHC was convened.

137 participants explored the seminar theme "Economics of Health Manpower" which included such topics as comprehensive health insurance's impact on service and manpower, job placement services, maldistribution of health manpower, minority health manpower development, a uniform national certification system and economic consequences of health manpower legislation. (Attachment 11)

2. Conferences

a. Western Regional Health Manpower Conference

On January 30-31, 1975 the Western Regional Conference on Health Manpower was convened in Los Angeles, California. Co-sponsored by the NHC-AHA and the Southern California Health Careers Program, the conference theme "Rx 75" attracted more than 200 participants. (Attachment 12)

b. The following conferences were attended by NHC staff to enhance their knowledge of recruitment, counseling and related activities:

- American Health Congress , Chicago, Illinois - August 12-15, 1975
- Second Annual Congress on Health Manpower, Chicago, Illinois - October 31-November 2, 1974
- Seventh Annual Meeting of American Society of Allied Health Professions, New Orleans, Louisiana - November 17-20, 1974
- American Vocational Association Conference, New Orleans, Louisiana - December 7-10, 1974
- American Personnel & Guidance Association Annual Meeting, New York City - March 23-26, 1975

- National Association of Health Manpower Education Systems Conference, Chicago, Illinois - April 28-30, 1975

3. Meetings

a. NHC staff participated in the following planning meetings, and workshops:

- Planning meetings with AHA staff on July 29 in Chicago and September 4, 1974 in Washington, D.C. on the Seventh Annual Seminar for Health Manpower Executives, the Western Regional and Southeastern Conferences.

- Planning meeting on December 6, 1974 in New York City on the development of a second-year Advertising Campaign.

- Planning meeting on March 14, 1975 in Virginia on the Eastern Regional Conference to be convened in October 1975.

- Participation in the Queensborough Career Day, Queensborough Community College, City University of New York.

- Participation in NHC South-East Regional Workshop on Health Manpower Distribution on February 7-8, 1975 in Atlanta, Georgia.

- Participation in NHC North-West Regional Workshop on Health Manpower Distribution on March 6-8, 1975 in Seattle, Washington.

- Participation in NHC Mid-West Regional Workshop on Health Manpower Distribution in Minneapolis, Minnesota on April 18-19, 1975.

b. Other Meetings

- Meeting on November 6, 1974 of NHC staff and New Jersey Health Careers Service in Trenton, New Jersey to explore need for a state-wide coordinating organization for health manpower programs.

- Meeting with staff of National Center for Health Statistics in Washington, D.C. to plan for participation in Western Regional Conference to be convened in January 1975.

- Meeting on May 19, 1975 of state and metropolitan health manpower executives prior to the Health Manpower Seminar at Oak Brook, Illinois to discuss recruitment of students for health careers.

III. Health Careers Materials Program and Clearinghouse Function

1. Inquiry/Response System

a. Requests for health career information which were not satisfied by "200 Ways to Put Your Talent to Work in the Health Field" were answered by personal reply, forwarded to the appropriate organization or sent literature kept on hand for this purpose.

Approximately 6,500 inquiries were handled in this manner during this period.

b. Requests for the Ad campaign pamphlet "200 Ways" increased sharply to approximately 10,000 requests monthly during this period.

More than 130,000 individual requests were filled during this period and 420,000 copies distributed in bulk. Duplicate labels of those requesting "200 Ways" were supplied to state and metropolitan health manpower programs for local follow up.

A revised edition of "200 Ways to Put Your Talent to Work in the Health Field" was prepared with new cover art work tied in with the new Public Service Campaign.

Prior to revising the booklet, all job descriptions, names and addresses, were reviewed with the appropriate agency or organization and several new job categories and referral organizations added. In most instances, new job categories were brought to NHC's attention by the appropriate professional agencies. New categories include nurse practitioner, veterinarian assistant, dance therapist, recreation therapist and optometric technologist and assistant.

The National Health Council, sensitive to all sexist overtones, edited the new edition and deleted all such overtones. Based on anticipated needs, the printing of 300,000 was prepared.

2. Health Careers Materials

a. Publications which were referenced or sent to inquirers included:

- Listing of State and Metropolitan Health Manpower Programs and Councils (including partial listing of national organizations and programs serving minority groups). (Attachment 13)

- "Need a Lift" - a guide to educational opportunities, careers, loans, scholarships and employment published by the American Legion.

- "How to Pay for Your Health Career Information" - a guide for minority students published by Health, Education and Welfare.

- "Health Manpower Programs Come In Different Sizes" - a report of selected programs of state and metropolitan health career organizations published by the National Health Council.

- "A Guide for Repayment, Deferment and Cancellation of Health Profession Student Loans" - published by Health, Education and Welfare.

- "Helping Hands" - financing a health career published by the American Medical Association.

- "Film Guide" - published by Health, Education and Welfare in cooperation with the National Health Council.

- "A Guide for Parents and Students" - published by the American Legion.

- "Health Careers Publication Guide" - published by the National Health Council.

- "Health Careers Guidebook" - published by Health, Education and Welfare, Department of Labor, in cooperation with the National Health Council.

b. In addition, the following materials were distributed to all state and metropolitan health manpower programs:

- "Occupational Information System Grants Program - Standards and Guidelines" - published by U.S. Department of Labor.

- "Allied Medical Education Directory, 1974" - published by the American Medical Association (a small supply of this publication is available for distribution to appropriate counselors' libraries).

c. A film entitled "Helping Hands - A Career in the Health Field" was screened and, though primarily hospital-oriented, the film was believed to be one of the better overviews of health careers reviewed by staff.

Twenty copies of the film were purchased and distributed to those state and metropolitan health career organizations which maintain film loan libraries or conduct in-school health career programs.

In response to many requests, bulk quantities of "Need a Lift", a handbook on available scholarship and loan programs published by the American Legion, was sent to 10 state and metropolitan health manpower organizations which expressed the need for such publications for distribution to schools, counselors, and libraries in their areas. Supplies of these publications are also maintained by the National Health Council for use in responding to inquiries on financial assistance.

Staff met several times with a free lance writer preparing an article on "Women in the Health Field". Informational material was supplied from our resource library. The article appeared in the July issue of Family Health magazine and has, to date, generated many requests for "200 ways" which is referenced in the article.

3. Health Careers Newsletters

a. Health Manpower Memo - 4 issues (August and November 1974, March and June 1975) (Attachments 14 and 15)

b. MEDIHC Newsletter-4 issues (June & October,1974;May & Summer,1975) (Attachments 16 and 17) Due to the phasing out of the Operation MEDIHC program, the Summer issue was the last MEDIHC newsletter published by the Council.

4. Advertising Council

The Advertising Council campaign, launched in February 1974 continued through this report. Plans for starting the second year's campaign got underway on December 1975 at a meeting of NHC staff and Ad agency personnel.

The new proposal, using a nurse practitioner as "spokesperson" for the campaign, featured her in a series of scenes demonstrating different types of patient care.

Questions raised by the NHC Board of Directors as to whether a minority spokesperson should be used and whether or not to use a rural setting for the campaign were satisfactorily resolved.

Additional NHC staff fund-raising appeals to 18 health-related foundations were not successful in substantially increasing contributions to the 1975-76 campaign budget of $150,000. As of the end of 1974 $120,000 had been raised. (Attachments 18 and 19)

Ellen Peach, a nurse practitioner from Nampa Community Clinic, Idaho was selected as spokesperson for the second year campaign. A site visit to Nampa was made by NHC staff and Ad agency personnel to meet Ms. Peach and select a probable site for photographing and filming the advertisement. Photography for print material was shot in May and filming for TV spots in June.

TV spots feature Ms. Peach in actual patient situations with emphasis on direct patient care illustrating the theme, "Put Your Love to Work in the Health Field" closing each shot.

Patients in the scenes were selected to comprise a racial mix including Blacks, Whites, Chicans and Native Americans.

The second year campaign was launched in September 1975.